

# PHOTO-FINISH ELECTION

THE WEE AGAZINE

PENNSYLVANIA'S GOVERNOR-ELECT LEADER



THE TEXAS COMPANY

Texaco Products are also distributed in Canada and in Latin America



#### If he's extra-special...

If he's extra-special, give him gifts with an extra touch of luxury . . . gifts made with "Dacron"! For "Dacron" adds the luxury of lasting neatness and easy care to so many favorite gifts for men. The luxurious shirt of "Dacron"

shown above, for instance, keeps its 7 AM freshness practically the whole day through. And as with all shirts made with "Dacron" (including that goodlooking sport shirt below it), this shirt rarely needs to be ironed!

And because "Dacron"\* polyester fiber holds a press and is both resilient and moisture-resistant, it makes possible slacks that need fewer pressings, ties that"hang out"overnight, raincoats (such as the one of 100% "Dacron" shown) that stay pressed after a downpour or even after being washed! All make very special gifts indeed,

for men who rate "extra-special"! 4" Dacron" is Du Pont's trade-mark for its polyester fibe Du Pont makes fibers-not fabrics or garments

DACRON

ONE OF DU PONT'S MODERN-LIVING FIBERS



Better Things for Better Living . . . through Chemistry

## What Economic Competition Means To Us

It is a generally accepted fact that the productivity of a nation, and hence the amount of goods and services available for consumers, depends basically on: (a) the availability of natural resources, (b) the level of technology in the country, (c) the education and skill of the labor force, and (d) the organization of society with all of its attending implications. Thus, the type of organization on which a nation's economy is based—Communism. Fascism, Capitalism—is one of the major determinants of its economic well-being.

The type of organization of society found in the United States is commonly known as Capitalism. This system is based not primarily on authoritarian controls but on the right of free entry into markets and the existence of rivalry among sellers in the offering of goods and services to prospective users. This rivalry—competition—has many bending aspects for the community and for the nation.

In a competitive society consumers have alternative sources from which goods and services may be acquired. Consequently, sellers have to outdo one another in order to attract and hold customers. In short, the competitive system provides an incentive for maximum effort on the

part of sellers to satisfy consumer needs. The result is that vendors strive to offer constantly improved products and services at lowest possible prices. In turn, the supplier group strives to get more and better products from raw materials, and to develop more efficient ways of producing and distributing products.

In athletic contests, striving to outdo rivals strengthens those engaged in competition. In business, rivalry helps to create a vigorous and imaginative vendor group capable of Gargantuan tasks when called upon for maximum effort. One has only to examine the brilliant record of the petroleum industry in providing required amounts and qualities of critical materials during World War II in order to realize the importance of competition in preparing rivals for the supreme effort which they may be called upon to exert.

The industry's peacetime record of continuous product-improvement and increasing efficiency in extraction and refining gives further evidence of the benefits derived from a competitive system.

\* \* \* \*

Dr. Ralph Cassady, Jr., professor, and Director of the Bureau of Business and Economic Research at the University of California, author of numerous studies on competitive behavior, including two books on the petroleum industry, the most recent of which is "Price Making and Price Behavior in the Petroleum Industry." Formerly editor of the Journal of Marketing, he received the 1951 American Marketing Association national award for "a significant contribution" to distribution theory and practice.



This is one of a series of reports by outstanding Americans who were invited to examine the job being done by the U. S. oil industry.

This page is presented for your information by The American Petroleum Institute, 50 West 50th Street, New York 20, N. Y.

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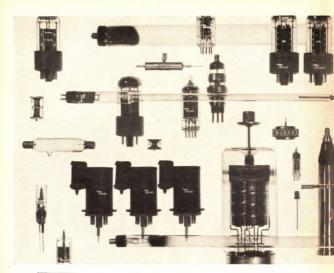


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## **Bendix...** a fine source for special purpose

THIS is another business Bendix got into because we couldn't buy what we needed. Our own stiff requirements from electronic tubes for aviation, radar and guided missile use couldn't be met by ordinate tubes designed for home radio, public address systems, etc. As an example, we needed a certain tube for a guided missile that could momentarily withstand the shock of striking the target and penetrating it before fring the charge. It was no job for any ordinary tube.

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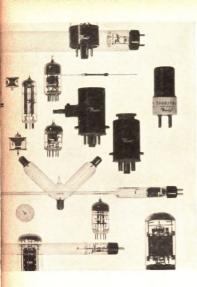
We developed a "ruggedizing" process which gives a bulldog physique to a normally fragie instrument. Today Bendix' ruggedized and special-purpose tubes are favored in all kinds of industrial and military applications because they outperform ordinary tubes and last many times longer.

#### How Ruggedizing Saves You Money

Satisfied customers have furnished us with many case histories proving the value of Bendix special-purpose ruggedized electronic tubes. A major aircraft manufacturer recently test-compared a certain type of Bendix tube with a radio-type tube it has been using. It not only saved money from the Bendix tube lasting 18 times longer but from the time saved not having to make 18 replacements.

#### Receiving . . . Microwave . . . Gas

Right now we make about 150 different types of specialpurpose tubes which fall into three main categories: (1) Receiving and other special vacuum tubes, (2) Microwave tubes such as klystrons and noise sources, and (3) Gas tubes such as thyratrons, voltage regulators and spark gaps.



## ruggedized electron tubes!

For Specific Information

Please contact our Red Bank Division at Eatontown,
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It's best told in the 40-page brochure "Bendix and Your Business" which is yours for the asking. Kindly make your request on a company letterhead to the address below.

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BENDIX AVIATION CORPORATION Fisher Building . Detroit 2, Michigan





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RED BANK, EATONTOWN, N. J. electron tubes; dynamotors, inverters; AC-DC generators.

Bendix Radio, Towson, Md. radar; auto, railroad, mobile and aviation radio; television.

ECLIPSE MACHINE, ELMIRA, N. Y. bicycle coaster brakes, Stromberg\* carburetors, electric fuel pumps, starter drives.

SCINTILLA, SIDNEY, N. Y. aviation ignition systems; industrial engine magnetos; diesel tuel injection; electrical

magnetos; diesel tuel injection; electrical connectors; ignition analyzers.

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BENDIX-SKINNER, DETROIT, MICH.

micronic filters.

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and recorders.

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\*REG. U.S. PAT. OFF.



## If only I hadn't tried to pass that truck!

It was a good break for me that Hartford has agents almost everywhere!

(Based on Company File #157KAL3474)

With a friend of mine I was off for a week-end in Canada. We crossed the border and headed north.

The countryside was blanketed with snow. Wind whipped clouds of the powdery stuff into the air. But I didn't like poking along behind that big truck.

I swung left and passed. Then out of the swirling snow-came this other car. We hit head-on!

My friend Jim was thrown into the windshield. He was the only one hurt. Both cars were badly damaged. The man I'd hit was furious. To protect his claim for damages, he procured a court order for seizure of my car!

So there I was, stranded in a Canadian village. My friend in the hospital. The car tied up in legal red tape. Who could I turn to for Fortunately, my car is covered by

Hartford insurance, I called the company's local representative, and he came to my assistance.

As soon as the authorities learned my insurance was with the Hartfords. they said there was nothing to worry about. The Hartford man quickly got the impounded car released. He arranged for handling of the damage claim. He went to the hospital to make sure that Jim got the best of medical attention. He even helped us get bus reservations back home!

Believe me, I will always carry my insurance with the Hartfords. The service rendered in this one accident proved to me that it pays to be insured in a company with widespread facilities. When you're in trouble, you get fast, "hometown service" from Hartford agents - no matter where you are.

Year in and year out you'll do well with the

#### Hartford

Hartford Fire Insurance Company Hartford Accident and Indemnity Company Hartford Live Stock Insurance Company Hartford 15, Connecticut

#### LETTERS

#### The New Evangelist

As a three-times-a-week churchgoer (Presbyterian) and a religious magazine editor, I'm so well inundated with religious topics that it takes a really outstanding report like yours on Baptist Billy Graham [Time, Oct. 25] to bring forth a comment. It was

#### LLOVD HAMILI

Los Angeles

The blurb about Evangelist Graham is another glaring example of the freedom of TIME is becoming a pain in the neck.

STEPHEN FAIRCHILD Fort Atkinson, Wis.

Why doesn't someone get Billy Graham

and Liberace teamed up together? . . . HENRY WINDHAM Boise, Idaho

Having personally embraced what Billy Graham preaches, I thank you for your reverent treatment of such a great man of God . . .

#### ARAM PHILIBOSIAN

Denver The religious trumpeteering of Hollywoodish Billy Graham is a horrible contrast to the simple teachings of the Man of Galilee. Does

anyone really know what Graham is saving us from or for? BILL STALNAKER Houston

I am not a religious person, and I'm afraid it has been a long time since I darkened the door of a church, but thank you, TIME, for recognizing that just because Billy Graham is salesman, it doesn't mean he is insin-And thank you too, for recognizing that beneath our outward veneer most of us are longing for something.

#### WESLEY MILLER

Jersey City

. . . Whatever the smug intellectuals think about Billy Graham it is clearly a fact that he indeed is inspired by and sustained by God . . .

R. SWAIN

Los Angeles

Thanks for that wonderful story . . . Billy Graham's converts are practical evidence that Christ is the hope of the world. We may not agree with [Graham] or recommend his methods, but as Christians, or non-Chris-tians, we must admire the results . . .

JUNE BOS Grand Rapids, Mich.

Sir: . . . The stereotype for evangelists cannot be ascribed to this man, His sincerity and consecration are beyond reproach .

PHIL ESTY Athens, Ga.

, . . I feel that Jesus would approve more wholeheartedly the selfless service to human-

TIME NOVEMBER 15, 1954



What assures Seamaster supremacy is its impregnable shield of protective armor. Three exclusive Omega features-the Pressurized Crystal, the Hydro-Seal Back,

and the Hermetic Crown-tenaciously resist every element of the atmosphere. With dust and water sealed out, the Omega movement within is free to go its precise, even way. And the

high precision of Omega knows no equal. It has consistently outperformed the field in official observatory timing contests.

No wonder so many active men dream of owning an Omega Seamaster . . . and so many proud men own one. SEAMASTER CALENDAR: A private secretary on your wrist

Olympic Cross as the official timepiece of the Olympic Games over the past twenty-two years. OMEGA

The only watch ever to receive the distinguished

... tells the date and time automatically. Self winding, water-resistant, sweep-second hand, 18K gold applied figure dial. All stainless steel, \$140; 14K gold top, stainless steel back, \$170; all 14K gold (illus.), \$300. Seamaster models without date indicator \$82.50 to \$400. Other fine Omega watches for men and women

from \$71.50, Federal taz included.

#### "THE TROUBLE WITH MEN IS MEN" QUIPS ILKA CHASE



ILEA CHASE, DISTINGUISHED ACTRESS, AND CO-AUTHOR WITH E "You expect them to dress as gentlemen should, and they wail that it's too warm

or too cold or too uncomfortable." There's one suit, made by Timely Clothes, which makes it so easy to be well

dressed and comfortable that it has become the nation's largest-selling year 'round suit. It is called Plateau. Made of a fine, silky worsted (all-wool) woven by Pacific Mills, its unique claim to fame is that, although standard in weight,

it feels practically weightless on you. You can wear it in comfort anywhere, in almost any weather. Visit your Timely Clothier, make the "now-you-feel-it - now-you-don't" test and see if you can resist Plateau. Many shades, including the new Lamplight darks. \$72.50. For other tips on dressing write for free booklet "How to Choose Clothes to Improve Your Appearance" to Dept. T-43, Timely Clothes, Rochester 2, New York,

PLATEAU® the year 'round suit with the weightless feel by TIMELY® CLOTHES

ity of such a man as Dr. Albert Schweitzer . . . than He would Billy's personable brand of high-powered evangelism HENRY LASH

Los Angeles

#### Eve & the Artists

For your Billy Graham cover, I think Artist Chaliapin slipped on his Biblical back-ground . . . "And the Lord said unto the Serpent . . . Upon thy belly shalt thou go Your cover shows the serpent minus its legs, tempting Eve . . ABE MURRAY

Ottawa, Ont.

Reader Murray's herpetology is just as impressive as his exegesis: the serpent was cursed after the temptation but Chaliapin, in the tradition of most artists, chose to show the serpent the only way Adam's children have ever seen it .- ED.

Re Chaliapin's background: For comparison, would you care to show your readers



MICHELANGELO'S "TEMPTATION

The Temptation of Eve by Michelangelo in the Sistine ceiling? VICTOR DI SUVERO

Stringfellow's Confession

San Francisco

In the Oct. 25 issue of Time you had two success stories. One was about Billy Graham, the other was about Douglas R. Stringfellow. Stringfellow's success rested on his claim to be a war hero. When the truth overtook his claim, his success was turned into tragedy, Graham's success is supported by his claim of being an instrument of the supernatural, or in his own words, "You can't explain me if you leave out the supernatural. I am but a tool of God." Graham's claim is far more fantastic than Stringfellow's. One wonders claim would do to his success

(THE REV.) JOHN B. ISOM First Unitarian Church

Wichita, Kans. Re the Stringfellow incident. At first my

PLATEAU PAGIFIC MILLS

reaction was as most people's-one of scorn and ridicule, another hoax unveiled, punish the beast . . . Yet . . . here was a person in this day and age admitting in a spirit of re-pentance that he was wrong . . What a re-freshing reversal of form to the common pattern of our day . . . True, Doug String-fellow didn't capture the German physicist . . but to me he remains a hero-he has



#### THE FORWARD LOOK

"7 top fashion designers find Chrysler Corporation's 1955 cars a stimulating new concept of good design."

L. L. Colbert. President



Left to right: Tom Brigance • Anne Fagarty • Clare Potter • Lily Daché • Nettie Rosenstein • Pauline Trigere • Claire McCardell

At a special advance showing in New York, the celebrated fashion designers, above, saw a line of motor cars that was bright and alive and wholly new.

They saw Chrysler Corporation's new 1955 cars—Plymouth, Dodge, De Soto, Chrysler, Imperial—the cars with the all-new concept of style we call THE FORWARD LOOK.

These fashion experts found THE FORWARD LOOK a design that matches the moods, needs and atti-

tudes of today's motor car owners. They admired the all-new design, the long, low lines that America's motorists have been eager for. They were struck by the look of motion these cars give even when motion these cars give even when

they are standing still.

The beauty and astonishing visibility offered by the New-Horizon windshields delighted them-for these are the only fully sweptback, fully wrapped-around windshields on any car.

They were attracted to the rich fabrics and stunning new colors. They found wonderful convenience in the unique new position of the PowerFlite Range Selector.

THE FORWARD LOOK that intrigued these famous designers will no doubt intrigue you, too. We believe you'll find in these cars just what you've asked for and hoped for in your next car. In a few day's, you'll be able to see THE FORWARD LOOK. DON'T miss it!

On Display November 17! The 1965 PLYMOUTH . DODGE . DE SOTO . CHRYSLER . IMPERIAL

CHRYSLER CORPORATION THE FORWARD LOOK

So Christer Corporation' great over that him TF Shares "Shares of Stars" great 4th Thursday. . . "Climax" one Controvering Thursday. CBS-TF. \$135.9.30 P.M., EST.



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with this finest of footwear in

## charcoal brown

At our express order . . . the tanners of our premium leathers have matched the rich, glowing hus of the top shade of all in men's wear for fall — CHARCOAL BROWN. Thoroughly masculine . . . a handsome change from the traditional tans and blacks . . . provided in two highly favored models . . . to keep that company with most anything you'll wear, anywhere. THE STETSON SHOE COMPANY, INC., South Weymouth 96, Mass.

Stetson Shoes retail from \$18.95 to \$42.50

captured a lost chord that is so essential to the creation of a constructive society . . . WILLIAM C. MCCALMONT

Bellflower, Calif.

#### How to Gowerize

What a shame that your Oct. 25 reviews of The Complete Phin Words points out with Sir Ernest Gower's book became available from "Her Majesty's Stationery Office." So it did. but it also became available at the same time to American readers las Plain Words, and can easily be obtained here Affers Knopp Jr.

Alfred A. Knopf Inc. New York City

#### Friend of the Court

Vour writing off of the life of Justice Robert Jackson in your Oct. 18 issue is unfortunate in its conclusions. It has no fortunate in its conclusions. It has no Jackson never accessed in expressing what he stand for Vou reason that because Comcommitted arteristics, that this invalidates the trials Let me tell you that there is ample that the construction of the conclusion of the which sait to deal with munderer. That administration of justice in Russis is not all decision of the whole.

G. D. AUSTRIAN

, . . It would have been very satisfying to ham. Stalin alongside Streicher, but it is a well-known principle of law that you don't let one murderer go free because another murderer is out of your power. And though

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Hovember 15, 1954

Volume LXIV Number 20



## Continuous performance guaranteed!

Here's one show that won't close until it has reached a successful conclusion. That's guaranteed — by a surety bond.

Bonds covering the satisfactory completion of all contracts on public projects are required by law. These performance bonds, also assuring payment of labor and material bills, are part and parcel of a contractor's agreement.

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wherever you go with Universal's new Stewardess Steam Travel Iron. Folded into its water-repellent case, it takes only a corner of

your suitcase. You're ready in seconds to iron or press.

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it is obviously desirable to have judges of of his court . . . Justice Jackson's position had at least the virtue of recognizing that ROBERT WARSHOW Associate Editor

Commentary New York City

#### Hollywood Caliph

RE THE NOV I REVIEW "THE ADVENTURES OF VOU FORTHWITH A DANCING GIRL FROM ISPA-

¶ O.K. Can she type?-ED.

#### The Most Hated?

It seems incomprehensible that TIME, Oct. this flagrant untruth. He has . . . been elected to power repeatedly. After all, the people could have chosen an arrogant Eng-

T TROUWER Chilliwark. B.C.

Being a South African, I was very disappointed in your article . . . Why you should adopt this biased and unjustified attidark continent is beyond comprehension

OWEN L STUBBS

Gueloh, Ont

TIME weighed the feelings of the "backward and unambitious" ninetenths of South Africa's population, who never got the chance to vote for

#### Bread, Stones & Toynbee (Contd.)

Thanks for the Oct. 18 review of Arnold mains for the Oct. IS review of Africal
J. Toynloves monumental 1 Study of His-tory . Two quotes Toynbe as as-ine that if to be a Christian is to believe that Christianity "possesses a monopoly of the Divine-Lioht . . . then I am not entitled to call myself a Christian." It would seen apparent that Mr. Toynbec truly sees that spiritual progress will incidentally bring

BEATRICE P. WYNN Covina Highlands, Calif.

#### New Directions

Your articles about Riesman, Brando and this cancer being the psychological norm. We called neurotic or "crazy." We are afraid to live according to our Judeo-Christian-

Northfield, Minn

DAVID LURIE TIME NOVEMBER 15, 1954



## "I know that's what he said -I've got it right here in a telegram"

When you want to avoid misunderstanding, say it in a telegram.

People can see what you mean when you wire. Your message carries both the impact of speed and the permanence of the written word. That's why active executives on top of the business world rely on Western Union. They know they'll get better results faster when they wire. The same built-in advantages of every telegram are yours to use—any time, for any purpose.





Tomorrow's telephone progress is on the drawing boards of General Telephone today! To make sure fast-growing areas we serve get the best in modern telephone service . . . where, when, and as needed . . . General Telephone is constantly designing, planning, studying for the years ahead. The faith of our employees and the foresight of our shareholders helped us build the nation's largest independent telephone system. Together, they'll enable us to measure . . and meet . . . America's growing needs for the future.



### GENERAL TELEPHONE SYSTEM One of America's Oreat Tolomhone Systems

One of America's Great Telephone Systems



#### "GIVE A MAN A HORSE HE CAN RIDE ..."

"Give a man a book he can read..." and his troubles are over if we can believe the poet.

The only question is what books you can safely give your young adventurer nowadays.

In the books we publish for your child, Rand Mt Nally recognizes a youngster's need for wholesome adventure. Not the blood-and-thunder kind, but the worth-while

enjoyment your tiny tot will find in our beloved "Book Elf" series and our "Ding Dong School Books" by television's Miss Frances.

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"Justin Morgan Had a Horse," and other Rand M. Nally

favorites. For example, our famous "Windermere Series" of classics he'll find in his school library. Whether you're buying children's books, textbooks, or adult nonfiction, you can count on the integrity of Rand MENally. RAND MENALLY

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## Alligator Coats Make Sense...



Day in, day out, in all kinds of weather, nothing beats an Alligator for quality, style, comfort or value! Superior fabrics, expert tailoring, exclusive water processing, that's alligatory.



Look smort in the rules. Here's rain protection so light, smart, handy, you'll engine wearing it on threatening days and chilly evenings, tool Shown: TRAVELWEIGHT. Single-breasted, \$19.75) trench model, \$20.73. Other Alligator Coats, water repellent or waterproof, from \$4.50.



THE ALLIESTON COMPANY . ST. LOUIS . MEW YORK . LOS ANGES

#### A LETTER FROM THE PUBLISHER

#### Dear Time-Reader

After TIME's Foreign News section told the story last spring of Korean Nurse Grace Kim and her adopted son Ronnie (see pictue below), many of you responded by writing letters and sending gifts to the Kim family. Because of such evident personal interest. I would like to pass along a recent progress report I received on Ronnie and his mother.

As you may recall, the Time account (April 5) was one of those stories of people caught in the backlash of war.



GRACE KIM & RONNIE

Ronnie was a waif, deserted by his father, a U.S. Army officer who left Korea. Then his mother, after struggling to feed and clothe him, died of malnutrition and tuberculosis.

For a time, indifferent relatives cared for the boy. When the Communists entered Seoul in June 1950, Ronnie was hidden in a heatless shack. Later that fall, officials of the Seventh Day Adventist Hospital found him amid the bomb rubble, frail and ill but still alive.

At the hospital he was given food and vitamism in an attempt to man diversity and and vitamism in an attempt to murses. Grace Kim, who had already adopted a war-orphaned Korean girl, the decided to adopt Romnie. But decided to adopted a war-orphaned Korean girl, the state of th

Times: April story concluded: "Last week the doctor chipped off a plaster cast that had held Grace Kim prisoner for nearly five months. Grace, he said, would limp for a long time to come, but eventually she would walk normally. As for her loster son, his back is still in a cast, but growing stronger every day ...

The recent news I received of Ronnie came from Nurse Kim's husband, Duk Shin Kim. a student at Emmanuel Missionary College in Berrien Springs, Mich.

Wrote Mr. Kim: "I am glad to inform you that both Ronnie and his mother are doing fine. After being in a cast from the neck down to the knees for months and crawling like a turtle. Ronnie was finally let out of the cast. Now he is able to walk. Every day he walks to his mother's office, where she supervises the nurses' training school. He is able to kick a soccer ball almost as well as any normal boy. His ambition is to become a doctor. My wife still walks with a slight limp. As she and Ronnie go about the grounds of the hospital, people stand and watch in admiration.

"We want to thank your readers, those good people who prayed for us, sent clothing and gifts and wrote letters of cheer and encouragement for Ronnie's recovery."

Cordially yours.

James a. Linen



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ERE is great news for anyone who is plan-Hene is great news for anyone rationing a vacation in Britain: food rationing is completely over. What's more, you will be astounded by the quality of cooking in British hotels and restaurants nowadays. You'll enjoy good food wherever you go

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## TIME

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"You're all Invited for Thanksgiving" In just a little while, all America will be sitting down to its Thanksgiving dinner.

There will be grandpa and grandma and mother and father and the kids. A big, golden-brown turkey with all the fixin's. And words of gratitude for the many blessings the year has brought.

At Thanksgiving, as on so many other occasions, it's the telephone that brings the family together. It carries the welcome invitation to "come to dinner" and helps to get everything arranged.

Someone, somewhere—close to home or far away—would enjoy hearing your voice by telephone today.



## TIME

#### NATIONAL AFFAIRS

#### THE NATION

Where Does the Road Go?

Before some of the races in the century's closest election were decided, and while the professionals were still muttering amid their charts and graphs, the President of the U.S. stepped before bleary-eyed reporters in the nation's capital one day last week and delivered, off-



"Close man with a razor, isn't he?"

the-cuff, a clear, one-sentence analysis:
"I believe that the voters feel they want to avoid extremes."

Adjusting to Center. His point, while not the only or the most important lesson of the 1054 election, was easy to document. What happened in Colorado was a striking, one-state capsule: the voters there chose a Republican U.S. Senator to

there chose a Republican U.S. Senator to replace a Democrat. a Democratic governor to replace a Republican. a Democratic lieutenant governor. a Republican attorney general. and re-elected two Democrats and two Republicans to the House of Representatives.

Voters tended to elect Republicans who resemble Democrats, and Democrats who resemble Republicans. New Jersey's liberal Republicans. New Jersey's liberal Republicans. Chilord Case and Delacare examples of this trend. Exceptional were the victories of Illinois' Paul Douglas and Oregon's Richard Neuberger in faiths where there was a vast ideological difference between the candidates. Study-liberal Case of the Cas

ing harder than ever to find and adjust to the central sentiments of their constituencies. If they continue to succeed, as they did in 1954, there may be more and

more close races in the future.
This middle-of-the-road temper has obvious political advantages for the nation.
In the 1594 election the most conspicuous casualties were men with left-want records (e.g., Idaho's Glen Taylor and California's Robert Condon) and the whole McCarthytyse faction, which col-classed with the sictory of Cliffornia's Case (demounced by McCarthy') and the conditions of the condition of th

An Eisenhower Direction. But the flaw in middle-of-the roadism is its irrelevance to where the road is headed. On this score the 1954 election may have an even more important meaning.

The Eisenhower Administration has a direction. On a dozen points it reversed the trends of the New and Fair Deals. Did the 1954 results show voter approval or disapproval of this new direction?

Republicans can argue that Democratic gains were held down to a point well below the normal off-year loss of the party in power. Democrats can reply by calling attention to 1034, when a national administration's change of direction met with a ringing endorsement of gains in an off-wear election.

The 1934-1934 comparison contains some obvious political lessons, F.D.R.'s every set was packaged in political sales. F.D.R.'s every set was packaged in political sales, and the set of the self-interest of voter groups. Elsenhower's changes have, in general, been made to be self-interest of voter groups. Elsenhower's changes have, in general, been means, in practice that Elsenhower's opponents have held the stage in interpreting his policies.

Secretary of Articulture Eara Taft Benson was the only. Cabinet member who. from the first, took his political responsibility in an active sense. He got out and sure that Benson would be the first Cabinet member dropped, because he would become political poison. On the contrary, first the election Benson was able to assy: "Not a single Republican loss in the to the farm vote:" see the artibuted to the farm vote: "see the artibuted

The rest of the Eisenhower Administration let the Democrats set the political atmosphere last spring and summer. The

unemployment issue is an example, G.O.P. candidates were so frightened by it they could not fight back by pointing out that it was four-fifths phony. When the returns were in, it turned out not to be so

horrendous.

In 22 Republican-held congressional districts, unemployment was classed as critical by the U.S. Department of Lahor. Of those 22, the G.O.P. lost only four.



AGRICULTURE SECRETARY BENSON

The losses were often matched by victories in nearby districts which had similar economic conditions.

Indiana was a case in point. In the Eighth District. Republican Representative D. Bailey Merrill was unseated by Democrat Winfield K. Denton, Merrill's difficulty was plain to see, In 1052, he had carried Vanderburgh County (with the city of Evansville) by 10,046 votes. This year, with about 10% of the work force unemployed in the county, his margin there was cut to only 648 votes, not enough to offset normal losses in other parts of the district. But upstate in the Third Congressional District (South Bend), where unemployment was just as much an issue as it was in the Eighth. Republican Representative Shepard J.

The Opportunity. The serious defects of the Eisenhower leadership disclosed by the election were caused in part by the split in his party. The election appears to have ended that. Few Old Guard candidates failed to grab the Eisenhower coattails with both hands. Gone is the

notion that the Republicans will do better if they run on the record of William McKinley.

The next two years will be difficult for the President—but they also present him with tremendous opportunities to realize the full potential of his party. If he takes a really strong clear line in foreign affairs, especially on the development of a U.S. economic policy for the free world, the Democrats can hardly afford to sabolase him.

If there is a political figure in the U.S. who can turn the division between a Republican Administration and a Democratic Congress into a coalition, Dwight Elseshower is that man. The key men the sendoner is that man. The key men the from his own political philosophy. Texasborn Dwight Elseshower and Texans Lyndon Johnson (Democratic Senate Leader) and Sam Rayburn (Speaker of the House) on the control of the Congress of the Con

Middle-of-the-roadism need not mean stagnation, The U.S. voter in this election gave no sign that he is afraid of action. He gave many a sign that he will switch his vote readily in recognition of common sense and courage.

#### THE CONGRESS The 84th's Temper

Texas' Democrat Lyndon Johnson, who is in line to become majority leader of the U.S. Senate, tlicked some ashes from a cork-tipped cigarette, scanned the roomful of Washington newsmen and spoke softly. "My daddy," said Johnson, "got all of us kids around the table at home when there was a decision to be made. He'd start off with words from Isaih—

Come now, and let us reason together."
The advice that was good for the five little Johnsons, suggested Lyndon, would well serve both Democrats and Republicans for the next two years. Down Pennsylvania Avenue. President Eisenhower also extended the hand of Triendship, say, reason of the next of the president of

Sensitor Johnson, an eminently successfol minority leader, may learn that being majority leader is quite another matter. Because he still has to contend with Dwight Eisenhower's great popularity, Johnson cannot permit White House-Senate relationships to become too strained. Vet he cannot be too soft toward the Administration for the permerats. Finally, he must prevent a legislative deadlock, lest the Democrats be accused of conducting a do-nothing Congress.

ing a on-souther Congress.

Moreover, Johnson and his fellow Democrats owe their Senate control to a cupolitical creditor, Oregon's Wayne Morse.

Said Johnson of Morse Wayne Morse.

Said Johnson of Morse what he may would be a considered with the control of the

Clues. What will be the temper of the 84th Congress? Some clues are jurnished by the men who will head the House and Senate committees.

The most promising field for legislative achievement lies in the foreign-trade field. New York's Republican Representative Daniel Reed was chairman of the key House Ways and Means Committee in the \$3rd Congress, and effectively blocked action toward lower tariffs. Now Tennessee's Democratic Representative Jere Cooper takes over. Says he, of the Administration's trade recommendations: "I would think they should have early consideration. I have always strongly supported the reciprocal trade program." Georgia's Senator Walter George chooses to become chairman of the Senate Foreign Relations Committee, then the Finance Committee will go to Virginia's Harry Byrd. He served last year on the Randall Commission and concurred in its proposals for a liberalized foreign-trade program.

North Carolina's Representative Harold Cooley, a strong advocate of hish, rigid farm supports, takes over the House Agriculture Committee and has promised to put Secretary Benson on the grill in January, But Louislana's Senator Allen Ellender, who will head the Secretary Benson on the grill in January, But Louislana's Senator Allen Ellender, who will head the Secretary Indiana, the Control of the Secretary Secret

Sunlight? Joe McCarthy loses his chairmanship to Arkansas' John McClellan, who is thinking about asking for a joint Senate-House committee to handle all congressional Red-hunting, Pennsylvania's Democratic Representative Francis Walter, scheduled to be chairman of the House Un-American Activities Committee, announced last week that he would seek to have that committee aholished. The Senate Judiciary Committee once the most influential committee of Congress, goes from the frying pan to the fire from North Dakota's drafty William Langer to West Virginia's drafty Harley Kilgore. Few revisions in labor-management law are likely to come out of the 84th, since North Carolina's Graham Barden, a staunch Taft-Hartley man, will be chairman of the House Labor Committee. And there is little chance of anyone ator Byrd until Government spending is sharply cut-a prospect that is even dimmer than it was before the election.

#### THE SENATE

#### Old Line-Up, New Scrubs

The tx million votes cast for senatorial candidates bast week yielded surprisingly unspectacular changes in the U.S. Senate. Democrats won the right to organize it orone January, but only by the margin of from the properties of Wayne Morne. A 49-44 major it, Althoud Jy seats were on the block there were only eight shifts from which Senators. Some of the changes. (Nexada, Wysmine. Ohio) were a return to a status quo ante. are, before a temporary appoint.



Congressional Leaders Johnson & Rayburn Daddy had the word from Isaiah.

© For Chairman Randall's new views, see Business.



ment by a governor to fill an unexpired term.

Senotorial Unemployment. Only four previously elected Senotos were defeated for re-election. Among them, the Republication of the Republication of the Republication of the Republication of Michigan's able, gentle, white-mande Homer Ferguson, chairman of the Senate of Michigan's able, gentle, white-manded (who had twice the Republican Policy Committee, Republican Policy Committee, Republican Folicy Committee, Republican Folicy Committee, Republican Folicy Committee, Republican Folicy Committee, Republication of the Republican Policy Committee, Republication of the Republican Policy Committee, Republication of the Republican Policy Committee (Republican) of the Republicant Policy Committee (Republicant Policy Committee) (Republicant Pol

Twelve new faces and two reappearing ones will adom the Senate of the 84th Congress. His Veepship Alben William Barkley, 76, woon back the Kentucky seat he had held for 21 years (1927-48), and Joseph Christopher O'Mahoney, 70, was elected to represent Wyoming, as he had for 12 years until the 1932 Eisenhower land. We for 12 years until the 1932 Eisenhower land. We forced him to spend two years and the state of the 1932 of

Under a Bushel. The rest of the fresh man group (average age: §5) does not stand high in national renown. Two. South stand high in national renown. Two. South Carolina's J. From Thurmond and North Carolina's W. (for William: Kerr Scott, of the seven new Republican Senators, all but one are or have been Congressment. The one: Colorado's Gordon Allott, 47, whose light, as lieutenant governor, has made the control of the seven new fields and the second of the seven senators and the second of the seven senators and the second of the

dent booster, scored a minor upset by trouncing ex-Congressman John Carroll. Among the other senatorial newcomers:

Nevada: Alan Bible, 44, onetime Senate elevator operator and state attorney general, defeated Senator Ernest Brown, who was appointed last month to fill the late Pat McCaranis seat. Bible. McCaranis protégé and law partier, has promised to carry on the McCarran tradition by plugging for higher wool, lead and zinc tarifis.

Michigan: Democrat Patrick Vincent McChamara, 6o, outdrew Senator Ferguson at the polls on the coattails of popular Governor "Sospy" Williams and with the help of unemployment in the automobile industry. A hearty Irishman with a totothy smile, McNamara is a member of a totothy smile, McNamara is a member of a focal pipiefitters' union and customers' contact man for a construction firm.

Nebroska: Republicans Carl Thomas Curtis, 49, and Roman Lee Hruska, 50, had little trouble winning as the state's two Senators. A veteran of 16 years in the House. Curtis is a lackluster conservative. First-Term Congressman Hruska is expected to lend strong, thoughful support to the Eisenhower program.

lowa: Republican Thomas Ellsworth Martin, 61, scored the election's big success for the Eara Benson farm program by upsetting Old Campaigner Guy Gillette, Lawyer Martin waged an energetic but unimaginative campaign, spouring hogprice and corn-hog-ratio quotations across the state. He will move up to the Senate

after 16 unspectacular years in the House.
Ohio: Republican George Harrison
Bender, 58, was elected for the unexpired
term of the late great Robert A. Taft by

unseating Senator Tom Burke. Burke, a habitually effortless winner of Cleveland's mayoralty, found bushbeating all over Ohio a chore, while Bender sang and Commenter of the Com

New Jersey: Republican Clifford Case Jr. carved out a razor-thin victory in the face of a strong Democratic attack and McCarthytic desertions. Election night. Howell, claimed that he had won. But by morning Howell's early 100,000-000 tel lead had been wiped out, and the Case-Howell race became a case of cliff hanging suspense. By next day, as corrections were 200-000 miles in the control of the 200-000 miles of the control of the 200-000 miles of the 200-000 miles of the 100,000 miles of the 200-000 miles of the 200-000 miles of the 200-000 miles of 200-000 miles

New Hampshire: Republican Norris Cotton, 54, after eight years in the House, won a promotion to the unexpired term of the late Charles Tobey. He has backed the Administration program down the line, except on public housing and the St. Lawrence Saway Drotect.

In all, the Democrats won : a Senate elections, the Republicans 1:4. Of these, the Democrats re-elected 16 incumbent Senators, including eight from the South and Minnesota's Hubert Humphrey, Montana's James Murray. New Mexico's Clinton Anderson, Delaware's Allen Frear and

Rhode Island's 87-year-old Theodore Green.

The race that had attracted the most nationwide attention turned out to be a clean sweep. Democrat Paul Douglas piled up almost a quarter million more votes than his Republican challenger, Lobbysis Joe Meek. Ex-Professor Douglas' hard campaigning won the votes of many Republican and independent city dwellers, especially in Chicago.

Republicans re-elected six Senators. Among the six: New Hampshire's Styles Bridges, the Senate's president pro tempore, South Dakota's Karl Mundt and Idaho's Henry Dworshak, who swamped Democrat Glen Taylor, Henry Wallace's banjo-playing running mate on 1948's

Progressive ticket.

In Massachusetts, lanky Leverett Saltonstall faced trouble from an eager challenger, Democratic State Treasurer Foster Furcolo, but came away an easy winner. Furcolo did well in Boston's Italian neighborhoods, but dropped much of the normally Democratic Irish vote.

In California, Republican Senator Thomas Kuchel squeezed out a narrow score over Congressman Sam Yorty in a campaign characterized by Kuchel's drab speeches and Yorty's attacks on the Administrations "mew look" defense policy, in defense spending would help him in Southern California's airplane manufacturing centers, but returns from Los Angeles and San Diego disappointed him.

#### As Oregon Goes

Oregon has long been a Republican state, but it is less conservative than conservationist. For almost a year, Democrat Richard L. Neuberger, a state senator, free-lance writer and amateur conservationist, has been barnstorming around Oregon in a bid to unseat Republican Senator Guy Cordon. Hitting at what he called the "giveaway" of natural resources, Neuberger seemed to be campaigning less against Cordon than against Interior Secretary Douglas McKay, whose "partnership" power policy has been received with mounting hostility in McKay's native state. To balding Dick Neuberger, this issue, especially the fight over the nearby Idaho Hell's Canyon project, coupled with the discontent among 100,000 lumbermen after a ten-week lumber strike, made 1954 the year, if any, for a Democrat in Oregon.

Returnished.

Re

Early on election night, Dick Neuberger, trailing by 10,000 votes, agreed. Thinking himself defeated, he went to bed. Next morning Neuberger and his

wife. State Representative Maurine Neuberger, paced up and down their pink kitchen, where the telephone buzzed from time to time bringing them election returns. The first delayed returns from Multnomah County (Portland) halved Cordon's lead, but Candidate Neuberger sighed gloomily. "Not enough." he said, and gathered up some grocery bills on which to inhulate votes.

By afternoon New Jersey veered into the Republican column, and the race for control of the U.S. Senate was tied. Neuberger's interest in the matter warmed when, at 3:50, he learned that he was 109



THE WINNERS NEUBERGER
The Senate stewed in a pink kitchen.

votes ahead. "Isn't this the damnedest thing. I mean the fact that the entire U.S. Senate rests right in this kitchen," he declared. "Right in this kitchen," he repeated.

The tally: Neuberger 285,000, Cordon 283,000. But the first Democratic Senator elected from Oregon in 40 years ran 6,000 votes behind his wife in Muttnomah County. Said Maurine dutifully: she will retire from politics to help her husband in Washington—two years from now, that is, when her term in the legislature is up.

#### A Write-In Winner

Until last week no write-in candidate had ever been elected to the U.S. Congress. Last week's write-in winner: J. (for James) Strom Thurmond. 51, whom South Carolina sent to the Senate seat of the late Burnet R. Maybank.

Thurmond, the 1948 states rights' candidate for Fresident of the U.S. defeated 66-year-old State Senator Edgar Brown in a fight to protest Brown's nomination by the state Democratic Executive Committee instead of by primary election, the chief instrument of democracy in one-party South Carolina. A few weeks ago, Governor James Byrnes endorsed

Thurmond, as did mest of the state's newspapers. The kiss of death for Brown came when Harry Vaughan told at Washington newspaperman that Harry Truman was for Brown because of Thurmond's 1948 disloyally to the party (Thee. Nov. 1). The vote: Thurmond 194,016, Brown So.9,68, After the count.

#### THE HOUSE

27 Changes

Last week the Democratic Party won control of the U.S. House of Representatives by a 7-9sent margin, 232 to 203, Of the 435 places in the House, only 27 changed party hands; 22 of these were taken by Democrats (including one from an unafiliated incumbent, Frazier Reams, in Ohio). The House elections, regionally:

#### THE NORTHEAST

Republicans had feared a real pasting in the Northeast, which had many of the unemployment spots on which the Demo-crats placed high hopes. If anything, most G.O.P. politicians were a bit relieved by their party's loss of just eight seats—three in Pennsylvania and one each in West Virginia, Delaware, Maryland. New York and Massachusetts.

Pennsylvania's switches came in three hairline districts that parted this time on the Democratic side. Example: in Luserine County, where chronic unemployment among hard-coal miners has grown worse, former Democratic Representative Daniel Flood, a waxed-mustache dandy who likes to refer to himself in the third person, the control of t

Saw Massachusetts. Democratic campagining on the unemployment issue had Republicans quaking in their pre-election boots. Yet the Republicans' one loss in the state had little. If anything to do with the economic situation. Representative Angier Goodwin had served twelve thorcushy undustinguished years in the House. Democratic Winner I orbert Alacformer in the property of the property of the captained the Andover and Harvard football teams, roomed with Senator John

Kennedy in college, played in the outfield for New York Yankee farm clubs, won a Silver Star for gallantry as a PT-boat skipper in World War II, married a movie actress, and served as a lawyer for the U.S. Chamber of Commerce and the National Labor Relations Board. He won by 0,000 votes. Much the same pattern emerged from the House race, in New Ierzey, another

the House races in New Jersey, another state with unemployment problems. Both parties held all their House places. The G.O.P. was mainly disappointed by its failure to unseat Democratic Representative Harrison Williams in a normally Re-

CLIFFORD P. CASE learns with amazement that he has taken

lead in New Jersey race after trailing rival by 100,000 votes.



GEORGE BENDER, Ohio Republican, takes time out to shave after all-night vote-counting vigil. He finally best Democrat Tom Burke by a slim majority

THOMAS KUCHEL, California Republican, grins happily in bear hug from campaign worker after easy victory over Sam Yorty.

#### SENATE WINNERS: NEW FACES FOR OLD



PATRICK McNAMARA, Democratic victor in Michigan, is hugged by wife Mary at unexpected win over incumbent Senator Homer Ferguson.



J. STROM THURMOND, first candidate elected to the Senate on a write-in vote, receives congratulations with his wife Jean at Columbia, S.C. headquarters.



publican district. But the Republicans had only themselves to blame for that; they nominated an ex-westler named Fred Shepard, who went around shouting that he had the support of the National Association for the Advancement of Indians, and saying he would not discuss federal issues

until he was paid to do so. Maryland's Prince Georges County, which includes some Washington suburbs heavily populated by federal employees, swung decisively from G.O.P. Incumbent Frank Small Jr. to Democrat Richard Lankford, 40, who campaigned in favor of a pay raise for Government workers. Lankford also won votes by criticizing the Republican increase in Swiss watch tariffs, on the theory that Switzerland-which furnishes Maryland tobacco growers with about one-third of their revenue-would retaliate. On Maryland's Eastern Shore. Democrat Ed Turner had blatantly used segregation as an issue against G.O.P. Representative Edward Miller, Miller wonbut only after adopting Turner's general

In New York, Republicans dropped the seat vacated by Jacob Javits, who was elected attorney general, and in Delaware. Democrat Harris B. McDowell, 48. a realestate man from Appoquinimink hundred, rode right along with other Democrats in a state sweep.

anti-integration line.

#### THE MIDWEST

The G.O.P. suffered its most pairful selbacks in the heartland of Republicanism. Ten Democrats unseated Republicanism. The Democrats unseated Republicanism. The in Illinoism and Michigan and one each in Indiana. Minnesota and Wiscosnis. In addition, an Ohio Democrat defeated Independent Frazier Reams. Republicans managed to take Democratic seats in Ohio and Kansas, for an et loss of eight Midwestern places.

The Midwest produced some interesting new House faces. Among the three Illinois Democrats to unseat Republican incumbents was Charles Boyle, egg-bald at 47 who has eight children and was named Chicago's "Father of the Year" in 1952. In a district never before won by a Democrat. Boyle handily defeated able G.O.P. Incumbent Edgar Jonas. Boyle had little idea of winning; he was really trying to make his name well enough known to run for alderman next year. When he realized he was about to become a Congressman, he called a friend and wailed: "What do I do now? I can't afford to go to Washington!

Wisconsin Republican Charles Kersten, who had conducted lengthy, well-documented hearings into brutality behind the Inon Curtain, lost to one of the nation's most consistent absortans. Henry Recursonal Cottoball, Basketball and baseball in high school—all on second teams. He went to Harvard Law School, where he failed to fall under the influence of Felix Frank-fairly stupid." Resus, as a college efflore even managed to support Herbert Hoover in 1923 (the difficit think the nations should



MINNESOTA'S COVA KNUTSON Casey Jones lost.

change horses in the middle of a Depression). He has run unsuccessfully for mayor of Milwaukee, state attorney general and U.S. Senator. Last year he managed to win an election for the first time —to a school board. He beat Kersten by 6,000 voites.

In Minnesota, Mrs. Coya (short, for Cornelia Knusson, 42, as holme house-wife and schoolteacher, uspet G.O.P. In-cumbent Harold Hagen in a district that had gone upwards of 60% Republican in recent elections. Both candidates spoke out arainst the Benson farm programbut Mrs. Knutson spoke oftener. A former student at New York's Juilland School of Music, ahe is credited with visiting every farm in the district, playing the piano and single like The Sage of Silvent Harold, which had some lytics Cole Poter never worte. Sample

Gather round and let us scan
The records of old Silent Harold our

Congressman.
When Exra flexed the farmers Harold

never rose to sight,
For Harold's been too busy with [Congress] pensions to worry with our

obio's unaffiliated Representative Frazier Reams lost to 3.1year-old Lawyer Thomas Ashley, a Democrat. Reams made the mistake of thinking that Republican Candidate Irving Reynolds was his toughest opponent. Reams and Reynolds engaged in a bitter personal campaign, both the control of the control of the control of the New Young, Ashley, who had a nervous habit of giggling on television appearances, won by 4,000 votes over Reams and

A couple of expendable Midwestern Republicans also went by the elective boards. Michigan's Representative Kit Clardy.

8.000 over Reynolds.

who used to go around Washington mustering about "those Communists in the White House." ran on a platform of "I" will vote as I please." Michiganders decided Clardy wouldn't vote at all—at least not in the House. And Illinois' C. W. ("Runt") Bishop was defeated after a 14-year House career marked only by his having been the manager of the Republican House baseball teach

#### THE SOUTH

Republicans did amazingly well in the Solid South. They held on to their only seat in North Carolina, retained two of their three places in Virginia, and upset Democrats in Texas and Florida. For the region as a whole, therefore, the G.O.P. showed a net gain of one seat.

In 1952 Dwight Eisenhower was on the ticket, and anti-Trumanism was a fever pitch in Virginia. Republican Joel Broyshill won then by 322 votes in his Washington suburban district; this time he won by 4,500. Republican Richard Poff won his Lynchburg-Roanoke district by 2,000 in 1932; this years his margin was 31,000. Republican William Wampler won his fraid district by 2,300 in 1932; this applicant will be supported by 1,000 in 1932; this relative by 2,300 in 1932; this relative by 3,000 in 1932; this relative by weak G.O.P.; candidate came within 5,000 votes of unseafing a Democrat.

Not since Reconstruction days had Florida elected a Go.D.P. Representative. William C. Cramer came close in 1952 in the Tampa-St. Petersburg district. lost out only on the count of absentee ballots—and never stopped running. This time he made it. Hillstorough County Clampy and the state of the county Clamps and the county

In Texas, the time-tested Democratic campaign principle is to ignor Republican candidates. But this year the G.O.P.'s Bruce Alger refused to be ignored. He campaigned so busily that he even wansearch of votes. Alger, 46, is a former Princeton footballer and World War II bomber pilot. His wife was a Nieman-Marcus model. Even when his lead was safe. Alger could not forget that he was a Republican running in Texas. Said be: to be presumptuses.

#### THE WEST

In the vast areas west of Kansas, the Republicians showed a net loss of only one House seat. Two G.O.P. incumbents were defeated—but so was California's Democratic Representative Robert Condon, who last year was refused A EC security clearance to witness an atom test. He lost to Republican John Baldwin Jr., a quantum (a) lawyer who can be a support of the condon security-risk regularies on Condon's security-risk regularies.

In Oregon's Multnomah County, Mrs.

Edith Green. 44, who was named Orepons "outsanding gil" 28 years ago, lived up to her early promise. She defeated Republican Tom McCall, who had, in turn, won over G.O.P. Incumbent Homer Angell in the primary election. Mrs. Green. a trailer-court operator, got Portland's labor vote, despite the fact that McCall stressed his own union membertable fit the television and radio artists'

There was no great national issue to bind the House race stogether in a package for either party. Many winners were entirely unprepared for the results, a situation best summed up by a flustered Democrat. Mrs. Martha Griffiths, who won a Detroit seat from the G.O.P. Posing for her election victory picture, she pleaded: "Don't photograph my legs. I didn't have time for stockings."

#### PENNSYLVANIA

Voter's Farmer

That anchor and pride of Republicanism, the great and prosperous state of Pennsylvania, went Democratic—solidly, surprisingly, and in a way that seemed to shatter the pathetic remnants of its once proud and efficient state G.O.P. organization.

In as governor was Democrat. George M. Leader, 56, a young man whom fewer outside of his home York County hadeever heard of until eight months ago. On top of that, the state house of representatives went Democratic 1:1 to 90, and the state senate returned a bare Republican majority (27;23). Never before—ont event when fun-loving George H. Earle rode the didd creat of the New Deal wave in 1033.

-had Democrats come so close to making a clean sweep in Harrisburg.

In the congressional elections, the clean sweep stopped: the national pull of Dwight Eisenhower and the local hold of some G.O.T. county organizations was too great. Nevertheless, Pennsylvania will send three additional Democrats to Washington in January, and the Republican majority in the Pennsylvania delegation will be a shim to to 4.

The Reasons. What happened? There were several explanations, none of them adequate, all of them providing silvers of truth. Most pundits and politics settled on unemployment as the major factor in the Democratic sweep. The U.S. Labor Department lists eight counties in Pensylvania where unemployment is in the critical range of 10% or more of the working population. Some 237,000 Pennsylvania where

#### THE GOVERNORS: PROTECTING THE BARN-

STATE and local pollitical organizations generally work. harder to elect a governor than a Congressman, and for good reason. A governor can dispense far more pattonage, let more contracts and do more favors than can any U.S. Congressman or Senator, a fact with the corn fields. In last week's feetilons the Democratic Party did much better than the Go.P in protecting the barn. The Democratic elected governors in seven states that had been controlled by the Go.P.: Pennsylvania, New York, Minneson, Constitution of the Consti

The reasons for the stronger Democratic showing on governors than on Senaters were mostly local or personal. One autional factor was that Eisenhower's popularity is even less transferable to G.O.P. candidates for governorships than for Congress. Voters who saw a certain element of logic in the President's appeal for a Republican Concrete saw not reason with the most of their great 1952 advantages, the fact that they controlled a majority of governorships.

In addition to New York's Harriman and Pennsylvania's Leader (see Pennsylvania), some notable victories were In Connecticut, 44-year-old Abraham A. Ribicoff upset Republican Governor John Lodge by a margin of only 2,800 votes of some 936.000 cast. Democrat Ribicoff, who will be the first Jewish governor in New England history, was elected to the Connecticut house of representatives in 1938. He was elected to Congress in 1948, re-elected in 1950. In 1952 he tried for the U.S. Senate, was a victim of the Eisenhower landslide. In this year's campaign, Ribicoff said:"Nowhere except in the Democratic Party could a boy named Abe Ribicoff be nominated for governor in this state." In a TV appearance the week before the election, Ribicoff made an American Dream speech in which he recalled how, as a boy, he would "walk through fields heavy with the smell of summer growth, lie under a tree and dream . . . that any boy, through hard work, honesty and integrity, could aspire to any position in American life and reach any heights regardless of race, creed or color." This appeal had its effect. More effective, perhaps, was the fact that Lodge had angered some powerful G.O.P. county leaders.

¶ In Minnesota, Democratic-Farmer-Labor Candidate Orville Freeman was deterted governor in 1948 by being Senator Hubert Humphrey's campaign manager in 1948. Since his election, Humphrey has built a large and loyal following. This year Freeman sweept in a large and loyal following. This year Freeman sweept in a Humphrey's coattails, beating Republican Incumbent C. Elmer Anderson by 42,000 votes. Freeman, an easer young liberal, is only 36. During the 1952 Democratic National Convention, Freeman fought hard and noisily to throw out the Virginia, South Carolina and Louisiana delegations over the party-loyalty resolution. Televiewers will remember him as an excited young man who stood atop his chair sputtering "point of order, point of order," while Sam Rayburn gaveled him down.

¶ In New Metico, Democrat John F, Simma Jr., 37, won an ansay victory were Republican A. Parhi, Stockton (G.O.P. Governor Edwin Mechem was trying for the U.S. Senate). A former spacker of the state house of representatives, he never seemed to doubt what the election outcome would be. He already has a legislature program in bill formeredly for immediate introduction when the legislature converse in January 19.

¶ In Iowa, where G.O.P. Governor William S. Beardsley is retirine, Reguldican Leo Hoepfe, 46, beat Democrat Clyde E. Herring by a narrow plurality of 25000 votes. Hoepfe, a former state legislator and presently state attorney general, had built a reputation fand lost some votes in Mississon River counties; by Vigorous enforcement of state liquor River counties; by Vigorous enforcement of state liquor lated risk in conservative Iowa by endorsing a law legalising the union shou.

¶ In Arizona, former Senator Ernest W. McFarland, Democratic majority leader in the U.S. Senate until his surprise detail in 1922. made a comeback by beating Republican Governor Howard Pyle by about 10,000 votes.

¶ In Colorado, 70-year-old Edwin C. Johnson, who is retiring from the U.S. Senate, beat his 32-year-old, baby-faced G.O.P. opponent. Don Brotzman, by a surprisingly low figure: 33,000 votes.

 In Ohio, Democratic Governor Frank Lausche won an unprecedented fifth term by piling up a margin of some 212,000 votes over Republican James A. Rhodes.
 In Michigan, Democratic Governor G. Mennen ("Soapy")

Will an avingan. Define Arric Colorible A stabilistan Donald S. Leonard by about 156.000 votes. Williams, plugging heavily on the unemployment issue, won Wayne County (Detroit) by a slightly smaller margin that in 1932 (143,000), but surprised by running only 47,000 votes belind Leonard outstate. If the colorible is the colorible is the colorible in the colorible in the colorible is the colorible in the colorible in the colorible is the colorible in the colorible in the colorible is the colorible in the colorible in the colorible is the colorible in the colori

¶ In Maryland, Republican Governor Theodors McKeldin was re-elected by 62,000 votes over Dr. Harry C. ("Curley") Byrd, a former president of the University of Maryland who had invited votes of those in favor of delying the Supreme Court's decision against racial segregation in the schools. ians are jobless: 120.000 have exhausted their unemployment compensation (\$50.00 a week for 16 weeks?) uncounted thousands more are what Georne Leader calls "under-employed," 16.4, working less than 1,0 hours a week. A week before Election Day, a riot broke out in Donaldson's Crossroads ten miles south of Pittsburgh, when 1,500 men turned out for 40 highway laborers' jobs.

But unemployment was not the only factor in Pennsylvania; it was not even the deciding factor. In other states (e.g., Ohio and Indiana), where unemployment is serious, the Republicans held up well. And in Pennsylvania the Democrats would have won by 60,000 votes even without the big cities and the depressed coal areas.

the big cities and the depressed coal areas.

A second factor was the unpopularity of Republican Governor John Fine's administration and a Pandora's box of con-

Democrats waged a clean and vigorous fight, with an enormously appealing candidate. They called a truce to their own internal squabbles. And in George Michael Leader, the man nobody knew, they found a hot candidate.

Pappa Is Ali, Pennsylvania's governoclect is a 6-ft, seventh-generation Pennsylvania Dutchman whose ancestors have been prosperous landowners and farmers been prosperous landowners and farmers Penn. His great-great-great-great-great-greatfather. Frederick Leader, was in the first contingent of troops from west of the Indoon to join George Washington's Conling and the property of the property of seven children, was born on the flourishing farm of his father. Guy Leader, three milles south of York. As with most Pennsylvania Dutch families. Fatraier Guy

ininistration and a Pandora's box of con-dominated the family circle, and George

GOVERNOR-ELECT LEADER & FAMILY® Schmierkäse, triple-dip Baptists and the Blue Bell Boys.

tributing local issues. Added to this, the Republicans ran a poor campaign with an unfortunate candidate, Lieutenant Governor Lloyd Wood, a cigar-chomping politician, Wood had to carry all of the liabilities and secured none of the assets of the Republican organization's 100-year-old reputation. The evil that political machines do lives long after their effectiveness is gone.

Another factor was the recent and rapid Democratic upsurge in eastern Pennsylvania. In 1951 the Democratis won Herbidelphia mayoralty, interrupting 67 periadelphia mayoralty, interrupting 67 periadelphia mayoralty, interrupting 67 periadelphia mayoralty, interrupting 67 periadelphia periade

Finally-and most importantly-the

still has a deep admiration and respect for

Guy Leader, at 67, is a prosperous breeder of Black Angus cattle and prize poultry, "Leader Leghorns" are justly famed in eastern Pennsylvania: the two top egg-laying hens at the Harrisburg state egg-laying contest in 1953 and 1954 came from the lush, 500-acre Leader Farms, and Leader Angus cattle have been Grand Champions in the last four Reading fairs, Like most Yorkmen, Guy Leader learned his trade early. "It became my job to assist my mother with her flock of chickens," he recalls, "caring for setting hens, making coops from store boxes for the cluck and her little brood when the chicks were hatched, seeing that they were fed and watered and that their heads were greased to kill the head lice when they

or From left, Frederick (5), Jane Ellen (9) months), Mrs. Leader and Michael (9), appeared. At times. I assisted my mother in her efforts to remove tapeworms from their throats by the use of a hair, from the tail of a horse. I might add that this last effort was not always successful. Occasionally, the patient died:

sionally, the patient died. Along with poultry. Guy Leader de veloped a lifelong interest in politics, be came a local Democratic leader (York County, resting on the Mason-Dixon line has always been sympathetic to the Dem ocratic Party). It was only natural that hi seven children should consume large slab of politics along with the copel sas knuche schmierkäse and Lebanon baloney at thei father's groaning dinner table. As a teen ager, George chauffeured voters on Election Day, and while he was in college, h "worked the polls" for his sister-in-law father, who was running for the Yorl County Commission, (He won,) In 104 George became county chairman ("I wa the only one who could not talk his way out"), and in 1950, when his father re tired from the state senate after a four year term. George succeeded him, In Har risburg he had a good record as a mende of factional splits, but after seven genera tions. George regarded himself as funda mentally a farmer. "I didn't look on politics as a career when I first got into it." h

said last week, "and I still don't, "You Are a Lutheran." George ha been an alert student, frisked throug eight grades at the local one-room school in six years, graduated from York High a 16. He wanted to go to Swarthmore, bu father Leader vetoed that seat of Quaker ism with five words: "No. you are Lutheran." So George obediently wen off to nearby Gettysburg College, a sma (1.200 students) institution affiliated wit the Lutheran Church. In his senior year he transferred to the University of Penn sylvania in order to study more politica science, sociology and history. He gradu ated in 1939, and promptly married Mar Jane Strickler, a pretty, dark-haired loca girl he had met at a Lutheran Sunday school party.

senson Javi George went to the Where of School of Finance, but left silven sensenter to enlist in the Xaxy. For the sensenter to enlist in the Xaxy. For the great sensenter to enlist in the Pacific Leader was a World War II souped foliace. After the war he returned to bought Willow Brook. Farm. A season tought Willow Brook. Farm. A season tought willow Brook. Farm. A season tought willow that hatchey jou 1 is mile from his birthulate. After a grinding for many and an operation hatchey jou 1 is mile from his birthulate. After a grinding for year, Willow Brook Farm paid of hand somely. Leader to the proposed the senson of the

Mary Leader looks after the thre young Leaders and takes care of Willox Brook's books, clattering out the account on her typewriter and balancing the book until midnight, most nights, while Georg

O George's mother's people are Dunkards trine-immersion (three-dip baptism) religion sect that fromns on such sinful adornments a buttons and neckties.

## DEMOCRATS IN THE STATE HOUSE



ORVILLE FREEMAN, Democratic-Farmer Labor candidate, tallies votes with wife Jane; he won by safe margin in second Minnesota governorship try.

AVERELL HARRIMAN and wife hail Tammany Boss DeSapio, who was power behind Harriman's nomination by Democrats.





G. MENNEN WILLIAMS, wife Nancy and children (Wendy, Gerry, Nancy) take victory in stride after fourth-term Democratic triumph in Michigan.

ABRAHAM RIBICOFF, with wife Ruth in Hartford home, hears he has scored 2,800-vote Connecticut victory over Governor John Lodge.



relaxes in front of the TV set. (His favorite performers: Imogene Coca, Sid Caesar, Sam Levenson.)

The governor-elect reads history for relaxation, has no hobbies, and keeps his slim figure (6 ft., 164 lbs.) without resorting to athletics. He smokes hig black eigers, and rarely drinks. (On election night in Harrisburg, while other Democrats were whooping it up, the candidate did not even indulge in a victory toast.)

Losing Constructively, George Leader's long leap from Willow Brook Farm to the Statehouse in Harrisburg could only happen in Pennsylvania politics. Last February, when the state's top Democrats met in Harrisburg to select a gubernatorial candidate. Leader was just an uninvited nonentity. On the face of it, the logical Democratic candidate was Philadelphia's District Attorney Richardson Dilworth, who had given John Fine a hard fight in the gubernatorial race of 1950. But Dilworth, and his friend, Philadelphia's Mayor Joseph Clark, were embroiled in a nasty intraparty battle over a new city charter with William Green Jr., chairman of the Philadelphia Democratic committee. Under the circumstances. Dick Dilworth felt that neither be nor any Democrat could win in 1954, so he took himself out of the running.

The meeting adjourned in some confusion, with no candidate clearly in mind-After much bickering, regrets and elimination, the name of State Senator Leader eventually bobbed to the surface. As a Yorkman, Leader belonged to neither the Gogs of Philadelphia nor Magogs of Pittsburgh, Clark and Dilworth admired Leader's liberal views; Boss Green decided he had discovered Leader: Pittsburgh's Mayor David Lawrence, who is also Democratic national committeeman, found him politically impeccable. Farmer Leader seemed an excellent choice to soften up the farm vote for a Democratic sweep in 1958. Thus, almost by default, George Leader was picked as a candidate. Everyone settled back with the complacent expectation that Leader would loseeveryone, that is, but the candidate.

Losing Complexently. In the Republication cannip there was snugness of another sort. In a century of highly successful Republican basedom, just two Democrats has been considered to the complex of the c

coup d'état against Boss Joe Grundy and his Pennsylvania Manufacturres' Association. In 1950, what was left of Pennsylvania's Republican power was picked up by a group of county leaders called the Blue Bell Bosy (because they held strategy dinners at the Blue Bell Inn, north of Philadelphia'). The Blue Bell Boys sent Jim Duff off to the Senate and John Fine to Harrisburg.

Béfore long, Governor Fine developed a roraing case of political schiophrenia: sometimes he was a Duffman, sometimes he courted the P.M.A. By this year, he had retired, sulking, to his ivory tower. Harrisburg, Mearwhile, the P.M.A. was that retired after half a century of politics, and his successor, G. Mason Owlett, did not have the master's touch. When Owlett, the Blue Bell Boys and the other



The bosses rollied round.

G.O.P. leaders met at Hershey (where even the famed rose gardens are permeated with ean de chocolat). Wood seemed the "logical" candidate, mainly because he was lieutenant governor. By the time the brandy and cigars were ordered in Hershey, everything was in eppel sas knuche order.

Lloyd Wood was presented as a "harmony" candidate, agreeable to all factions of Pennsylvania Republicans, from Duff to Owlett. But he had no organization, no campaign director, and the guidance he got from the headless group of bosses was conflicting and shifting. At first he was to be dignified, and act like a statesman. Later in the campaign, he was ordered to attack the Democrats. In the end, he was to be constructive. When Wood invaded Pittsburgh, where Dave Lawrence's unpopular wage tax was a sitting duck. Wood ignored Lawrence, overlooked the burning issue. When Leader challenged him to a debate on the issues, Wood, who is also a farmer, responded

with a challenge to a plowing contest. Leader replied that he would plow if Wood would debate. Wood dropped the whole thing. The G.O.P. gave Wood plenty of money (about \$2.000.000), and much of this was used for TV, on which

Wood made a poor impression They Finally Came to Dinner, The Democrats, on the other hand, ran a flawless campaign-but not until Candidate Leader had been tirelessly beating the hustings on his own for months. The Democratic awakening can be measured in terms of one \$100-a-plate dinner in Harrisburg, with Adlai Stevenson as the featured speaker. The dinner was first scheduled in April, but when local Democrats sold precisely seven tickets, it was hurriedly postponed. In June it was rescheduled, and sales soared more than 300%-to 22 tickets. Again the dinner was put off. In September-after the professionals moved in behind Candidate Leader and the campaign gathered momentum-the dinner finally came off. The Democrats brought in 2.014 paid-up diners, the evening was a howling success, and the party suddenly realized, to its surprise, that Leader was going down the stretch ears pricked.

In the interim, between the second and third invitations to the Stevenson diner, the Democratic bigwigs suddenly realized that now was the time for the party to the second secon

and torment his former bosses. Belatedly, the Republican hares realized what was happening. In his father's grey Chrysler. Tortoise Leader piled up 30.000 miles of campaigning, mostly in the Pennsylvania midlands (he spent a total of three days in Philadelphia, two in Pittsburgh during the campaign). He shook 100,000 outstretched hands and nourished a king-size callus on his palm to prove it. In the farm districts. Farmer Leader was a sensation. In the anthracite counties, lighting the issue of unemployment, he burned like a blue flame. "How many unemployed here?" he would ask his audience. "Raise your hands." And hands up. With the Fine administration's bumbling as a target, he sacked ancient Republican citadels like Lehigh County (Allentown) and Fine's own Luzerne County (Wilkes-Barre). In the bedroom counties around Philadelphia, normally heavily Republican. Wood looked too much like a professional politician; Leader looked "sincere,"

"One for John." On Election Day, complacent Republicans were still claiming victory by 30,000 votes—and complacent political reporters were believing them. When the overwhelming returns were in, the Republicans were stunned

tites. Millionaire Earle served briefly as U.S. Minister to Bukuria: engaged in a well-outliciard brawl with a Nazi officer in a Sofia café. In 1948 he unread Republica for a while. This year he "withdrew his support?" from the Republicans because of what Secretary Wilson and about the unemployed, but Earle refused to come out for the Democratic Farty "outli it takes a stronger stand azainst Communism."

After his four-year fling at Pennsylvania pol-

#### JUDGMENTS & PROPHECIES

#### On the Election

The pro-Ike Madison, Wis. STATE JOURNAL: The Republicans deserved to lose this one, not because their record was bad, but because they failed to tell the voters how good it actually was. The Republicans had a record of winning and maintaining the peace, cutting taxes, beginning the job of eradicating Communists and Communist influence from government. But the Republicans let the opposition call the signals.

AMERICAN: There are three chief causes for the comparatively good showing of the Republicans: 1) The honest-to-goodness grass roots campaign by Vice President Dick Nixon. 2) The dramatic last-minute appeal by Senator Joseph McCarthy to Republicans to forget their differences, 3) The eleventh-hour realization by Republican campaigners that they were in a fight and not punting in the moonlight.

The pro-Ike, pro-Douglas CHICAGO DAILY SUN-TIMES: This election may also be a last-time warning to the Old Guard to either get in step with the 20th century, as represented by Mr. Eisenhower, or bring the GOP down in ruins. The Nixons and the Knowlands have had their say and have been found wanting. The Democratic ATLANTA CONSTITUTION: The Eisenhower

crusade, which was shackled by Joe McCarthy, isolationists and the President's lack of positive leadership, lost momentum. The professionals about the President never really believed in the crusade; the amateurs who did were politically inept.

The pro-Ike Portland Oregonian: The election was a crazy quilt stitched on personalities and local issues. The Democratic-Labor coalition hit the question of unemployment with everything it had, tied it up with administration indifference to tax relief for working people and "give-away" of natural resources. The Eisenhower administration failed to put together a power program for the Northwest.

THE NEW YORK DAILY NEWS: The Republicans didn't begin to put in their best licks till about three weeks ago, with President Eisenhower having to be prodded to roll up his sleeves. If he had slugged sooner, oftener and harder, his party would

have kept and strengthened its control of Congress Moscow's Izvestia: American voters registered a protest against Republican policy, rather than support of the Democrats, who did not hold out any concrete program. The returns showed that the American people do not approve the policy of fascism and aggression promoted by the U.S.A.'s leading circles. London's conservative DAILY TELEGRAPH: President Eisen-

hower is still a popular President. It seems likely it was his abiding prestige and personal intervention in the campaign that stopped the movement away from the Republican Party [from] becoming the landslide that was being freely predicted

ROSCOE DRUMMOND, the Republican New York Herald Tribune's chief Washington correspondent: The real "secret weapon of the Republican campaign and the Republican winner of 1054 is Ezra Taft Benson, the flexible-price-support Secretary of Agriculture. The "farm revolt" just didn't develop, And Secretary Benson has shown himself to be, not the bogeyman, but the strong man of the Republican campaign, second only to

the President himself. Pundit WALTER LIPPMANN: General Eisenhower needed to bring to the Republicans a sizable proportion of the voters who backed him in 1952. He has not done it because in the past two years he has not conducted an administration which won that support. The President has gone much too far in appeasing the Republican right wing, and not nearly far enough in building up the liberal wing. The real uninhibited Eisenhower is a liberal in make a majority party out of the old-guard Republicans. General Eisenhower rightly thinks of himself as a national figure above the party struggle destined to uphold the unity of the nation against division of interests and factions. He can still be

The Fair-Dealing Los Angeles Daily News: The American people are obviously working up to something, but the stirrings at the roots have not yet burst into view. The combination of Democratic congressional increases and President Eisenhower's leadership seems to be exactly the bipartisan govern-

ment the people want.

Columnists JOSEPH AND STEWART ALSOP: The biggest gainer, if the Republican Party is half-way sensible, will be President Dwight Eisenhower. The biggest losers are Joseph R. McCarthy and Franklin D. Roosevelt Jr. It is clear the Republican Party has done much better than expected in 1954, because the Republicans had a great asset in Eisenhower. [A] cleanout occurred among the President's bitterest Republican enemies, the all-out adherents of Senator McCarthy. The Republicans can still win in 1956, if they only try to do it the Eisenhower way. Columnist DREW PEARSON: The election focused more atten-

tion on the Republican demand, sure to roll up, for Eisenhower to run again. The stable of Democratic candidates has now increased. It includes: Governor Mennen ("Soapy") Williams. four-time governor of Michigan; Governor Frank Lausche, five times governor of Ohio; Senator Estes Kefauver, and Governorelect George Leader of Pennsylvania (see U.S. AFFAIRS).

Britain's liberal MANCHESTER GUARDIAN: For the next two years the American government will be weakened. The division between the President and Congress is bad enough even when they are in the hands of one party. There are remedies. The first lies with the President. He must be a nonpartisan President. That is a great deal to ask of any man. It means abandoning any thought of seeking the Republican nomination in

THE LONDON NEWS CHRONICLE, spokesman for Britain's Liberal Party: America has had two years of bad government by a Republican Congress-and an unhappy Republican President with liberal leanings. She may now find that a Democratic Congress makes a better combination with President Eisenhower.

France's conservative LE FIGARO: President Eisenhower has always tried to obtain the collaboration of the opposition in working out his external policy. He will have his hands freer to realize his dream of a diplomatic policy exempt from all biparti-

The conservative IL MESSAGGERO. Rome's largest newspaper; With the chauvinistic and isolationist influences of the Republican Old Guard eliminated or weakened. Eisenhower will be able to give greater impetus to his policy of collaboration with America's European allies. The famous Randall plan for greater liberalization of trade which failed to pass the previous Congress will probably find a more favorable reception in the next

The right-wing Republican CHICAGO TRIBUNE: The apparent defeat of Irving M. Ives in New York, even though it brings the multimillionaire social democrat Averell Harriman to the governor's chair, is no calamity, for it means the defeat of Thomas E. Dewey, the evil influence in the Republican Party for ten years. Ives was Dewey's hand-picked candidate. The foundering of the Dewey machine opens up the healthy prospect that the Pawling Machiavelli will not come to the 1936 Republican Convention with New York's 96 delegates in his pocket for the fourth time in a row

The independent GREENSBORO, N.C. DAILY NEWS: "Peace and Prosperity" offset the "pocketbook nerves." The real power will remain where it has been during the last two years, in the hands of the normally conservative Republican-Democratic

Columnist David LAWRENCE: There is a good prospect of a Republican sweep in 1956. The long-range trend has not departed from the Republicans and can be recovered when a and Leader was awed. After his victory statement, a photographer asked him to go over to G.O.P, headquarters for a picture with Candidate Wood. Leader demurred. Said he: "I wouldn't want him walking in on me if I'd been beaten."

For the Republicans, the debacle was complete. Duff's luster was tarnished (he was so confident that Wood was a winner that he did not come back from a European junket until two weeks before election). The P.M.A. was outmoded.

Governor-elect Leader faces a multitude of problems, mainly economic. His Democrats could fatten themselves on the state's 58,000 patronage jobs (biggest of any state), but he still has to face mounting unemployment in the coal regions. He has to find the more than \$1 billion needed to run the government in Harrisburg (without a state income tax) and at the same time to kill Governor Fine's sales tax. (Clerks in Pennsylvania stores, collecting tax pennies, say, "And one for John".) He has to deal with mounting discontent among his fellow farmers. If he is to survive politically, he will have to deal with the bosses of his own party. The old pros had decided Leader was naive; each one had reason to believe Leader was his man. In the end, they might discover that Governor Leader is his own man.

This week George and Mary Leader set our a well-earned vacation in Guy Leader's durable Chrysler. They didn't know where they were going—they might get as far as Florida. They didn't know how long they would be gone—they hoped it might be two weeks. All they knew was that they were going to drive very carefulls, and year, showly.

#### NEW YORK Long Night in Manhattan

At 10:16 p.m., a little more than three hours after the polls had closed, U.S. Senator Irving Ives stepped before 200 Republicans in the ballroom of Manhattan's Roosevelt Hotel. Wearing a somber smile. Ives conceded that Democrat Averell Harriman had defeated him in the race for the most important governorship in the U.S. Projection of returns already counted showed that the Democratic candidate would win by more than 200,000 votes. Ives said that he had just wired his opponent: "It was a great fight; congratulations and best wishes." Two blocks away, at the Biltmore. Harriman's excited supporters pushed him, inadvertently, into the ladies' room.

Shortly after midnight. TViewers, got. a shock about New York State when Illinois Republican Candidate Joe Meek, retuning to concede his opponent's election, said that some candidates conceded too quickly and cited Ives as an example. CBS took another look at the New York ingures and Gound that Harriman's lead ding as suburban and upstate returns came in. When the unofficial count was complete. 24 hours after the polls closed, Harriman was the winner by 9,657 votes, in a total vote of more than 5,000,000. It was the closest margin in a race for governor of New York in this century.

Hardly anyone accepted the count as final. At the order of Republican Governor Thomas E. Dewey, an around-the-clock police guard was placed over voting machines. This week, with lawyers employed by Republican and Democratic organizations carefully watching the process, the New York vote was recanvassed.

What's in a Name? For Averell Harriman. 6.1. victory would mean the attainment of a long-sought goal. The son of E. H. Harriman. Wall Street financier and railroad (Union Pacific) magnate. Averell had chosen public service as the field in which he would make his own mark. In 20 years he had held 15 major appointive jobs\* in the Roosevelt and Truman Administrations. but he had never been elected to any office. He is a doctrinaire New Dealer, but has a name.



WINNER JAVITS & WIFE

background and manner as unproletarian as Franklin Roosevelt. All except one of the Democrats' state-

All except one of the Democrals statewide candidates squeaked into office with Harriman. The exception: Franklin Delano Roosevell Jr. 7 whose magic name had been expected to push him ahead of Harriman. The man who be

Dischaffine Gun with the NRA. In shitch become to be chief administrative officer in the carly days of the New Deal; a series of assuments with the Office of Production Management of the Office of Production Management on 1044-42; Anthersador to Rossia in 1044-5; Secretary of Commerce in 1040-82 evoing ambiasolarf to IRCA in Europe in 1040-82 evoing ambiasolarf or IRCA in Europe in 1040-82 in 1041-82 evoing ambiasolar of IRCA in Europe in 1040-82 evoing ambiasolar of IRCA in Europe in 1040-82 evoir Director for Matual Security in 1041-83.

† While Junior was losing, his older brother Jimmy, unfazed by his wife's adultery charges, was elected to Congress by a 3-2 margin in his Los Angeles district.

hard-working New York Congressman who is 'ar more New Dealish than many Democrats. (He voted against the Taft-Hartley law, for continuing federal rent control: Statewide, he ran 176,000 ahead of Junior, 36,000 ahead of Harriman. His total Vote—2,600,631—made him 19,648 biggest vote-getter in the U.S.

Javits won by holding Roosevelt's margin 4% below Harriman's in Democratic New York City. Junior was cut all over the city in districts with a wide variety of voters. Some of the severest cuts in his majority came in the heavily Jewish Fifth Assembly District of Manhattan, the heart of his own congressional bailiwick, where Junior ran 5,000 votes behind Harriman, and Javits ran 5,000 ahead of Ives In Manhattan's Fifteenth Assembly District, another heavily Jewish area, which is the heart of Javits' congressional district. Roosevelt ran 8,800 votes behind Harriman, and Javits ran 8,700 ahead of Ives

The Up: & Downs. Averell Harriman promptly denied that he will be a candidate for President in 1956 (\*1 am for Adla) Stevenson', but ne aurely will be an import, at factor. The man who picked Harriman for the nomination, Tammany Hall Boss Carmine DeSayio, will become a far more important Democrat. in New York and in the nation, As for Junion. Bit arger has been set back a decede or more.

#### SEQUELS

Out in the Ninth

For six years the loyalty and/or security case of Foreign Service Officer John Paton Davies has been hobbing. Last week it was settled. Secretary of State John Foster Dulles called Davies back from Lima. Peru. where he has been counselor of embassy; and handed him his dismissal papers, ending a 23-year career in the U.S. Poreign Service.

The case against Davies started when Major General Patrick J. Hurley, shortly after resigning as Ambassador to China in toas, charged that Davies, who had served in China on the staff of General "Vineaza Doe" Stilwell, had shown sympathy for the Chinese Communist cause. Davies has consistently denied the charge and has testified in detail to a lifelong dislike of Communism.

Between 1948 and 1953, Davies was investigated and cleared eight times. In 1953, Secretary Dulles ordered a nink investigation on grounds that the revised Eisenhower security program called for rechecks and because of "matters bearing upon | Davies' | responsibility which are succeptible of conflicting interpretations." Last August a Security Hearing Board ruled that Davies is, after all, a security client personally took the case unter review.

In announcing Davies' dismissal last week. Dulles said he believed Davies was loyal. but lacked "judgment. discretion and reliability." The key charge: "He made known his dissents from established policy outside of privileged boundaries."

#### FOREIGN NEWS

#### WESTERN EUROPE

Stratagems & Ambushes

The two strong-willed men of Continental Europe showed the mettle of their leadership last week,

Confrontation. West Germany's Chancellor Konrad Adenauer returned from the U.S. to find not only his opposition but leaders in his own coalition loudly complaining that he had given in too much to France on the Saar. Opportunistic Thomas Dehler, who had accepted the Saar accord in Paris on behalf of his right-wing Free Democratic Party, had changed his mind back in Bonn. There were elections soon in Bavaria and Hesse. and political profit to be made by attacking the agreement. Not to be outdone, the small Refugee and German parties began outshouting Dehler, Scornfully, Konrad Adenauer dressed them all down in a radio broadcast: "The elections in Hesse and Bavaria are not the yardsticks with which one should measure one's policy.

Two days later. Der Alte confronted Dehler and his FDP leaders in his office at Palais Schaumburg. In conciliatory fashion, he offered to convey to the French any points the FDP had to make. Experts were scheduled to meet to work out some details anyway, and the points could be brought up then. The FDP leaders emerged looking pleased. Exuberantly. Party Deputy Chairman August Martin Euler told newsmen that there were going to be new Saar talks with the French. "Reopening of Saar talks," said the headlines. No such thing, answered the French Foreign Office. Hastily the German Foreign Office sent off assurances to Paris that Adenauer had no intention of asking Premier Mendès-France for any "interpretations" or "protocols." er had only promised the FDP to put their points to the French. He was still in full command of the situation.

Confidence, In Paris, as he had promised he would. Mendies-France got the Assembly to schedule debate on the Paris agreements the week of Dec. 13. Then he pluned into what the French call the terroin de Penbusade (ambato country) of French politics—the budget. Most of France's 19 gotWar governments have provided the property of the public politics—the budget with the provided property of the public politics—the budget with the provided prov

Characteristically, Mendes ried to fluids out lutking maranulers at the start. French Deputies hate to raise tasse but love to raise the salaries of government workers. Since the Assembly cannot increase the government of the government of the control of the co

estimate for the Ministry of Posts and Telegraphs.

Mendes stalked to the rostrum. Tightlipped and curt, he announced that he was making the approval of this minor item a matter of confidence, and staking his government on the outcome. What was more, he warned he would repeat this procedure as often as necessary to get the budget voted on time

Deputies grumbled unhappily about "government by machine gun," but few thought the Assembly would dare to refuse Mendés his vote of confidence. He was too popular with the country, his victories at London and Paris too recent, his scheduled visit to Washington too close. They grumbled: but Mendés-France, too, seemed to be well in control of things.



U.S. NEGOTIATOR PATTERSON

Calm the visionary, disprove the cynic.

#### THE UNITED NATIONS America's Atomic Plan

Last week, before the U.N.'s Political Committee, the U.S. unrolled its blueprints for President Eisenhower's "atoms for peace" plan, It involved, said U.S. Ambassador Henry Cabot Lodge Jr., the setting up of an International Atomic Energy Agency, which would be loosely linked to U.N. (as are such agencies as UNESCO) but not directly under U.N. so as to avoid Russian vetoes. Member nations (eight Western atomic powers) would contribute materials and information, support it with money, make their The original U.S. plan for a kind of atomic bank, owning, storing and doling out its own atomic riches, had been changed after Russia refused to participate. Instead, said Lodge, the agency would act only as a "clearinghouse" for requests made by atomic "have-nots"more a broker than a banker.

Roses in the Deserts, Able New York Industrialist Morehead Patterson, appointed by President Eisenhower to press negotiations with the other "have" nations, promised to "move fast." But the U.S. was not going to wait for creation of the agency itself. To get Eisenhower's program started in spirit and fact, the U.S. offered a proposition of its own. It was ready, said Lodge, to conclude bilateral agreements with other nations to help them build and operate research reactors; the U.S. would furnish technical advice and help, and supply fissionable materials. In addition, the U.S. would throw open a large part of its research and training facilities to all nations.

Early next year, said Lodge, the U.S. will establish a reactor training school to which 30 to 50 foreign scientists will be invited. The Atomic Energy Commission will sponsor courses, open to all nations. in atomic preventive medicine, disposal of atomic wastes, the use of radio-isotopes as tracers. Brookhaven, Argonne and Oak Ridge will open to foreign scientists oneto two-year courses in the use of atomic energy in medicine and biology; 150 foreign specialists will visit U.S. cancer research centers. For cooperating nations, the U.S. has built up ten complete libraries of nonclassified atomic publications totaling 300 feet of shelf space.

But most "have-not" nations seem to be chiefly interested in atomic power. The U.S.'s problem is to calm down the visionary while disproving the cynical. The excitable happily envision a kind of atomic Marshall Plan setting up atomic power reactors on every hilltop, making deserts bloom like a rose. The cynical doubt that anything will come of the plan but an exchange of talk and papers.

Fuel but No Cor. In fact, the agency will not build reactors for anybody; it will merely supply advice and nuclear fuel to operate them. Said Patterson: "The agency is not designed to give someone a car. It will give him the gas, help him learn to drive, give him a road map, but he'll have to shop around for the car himself. It might work like this: some country comes along, saying I want to light my principal city with atomic power. What can the pool do? First, we would say that he needed some training-to go to driving school before he got a driver's license. Then there is the matter of health -you must have people who won't burn their fingers. We would tell him: send some of your smartest boys over here for training. Then, get a research reactor built, so that when they get back they will have something to work with. You can get nonclassified designs for it, and the AEC can tell you where. When you get it built, we will give you fissionable material for that," Finally, perhaps five years later, having accumulated experience and skill, the country could buy or build its own power reactor.

There was little real expectation that

Russia would join the agency, now or ever, even though Russia has recently hinted that the possibilities of negotiation "have not been exhausted." Said Lodge: "We are determined that this hopei ettermined that this hopei unterprise shall not be deterred or delayed or interminably frustrated."

#### RUSSIA

#### Anniversary Waltz

"Everywhere." shouted Russia's Marshal Nikolai Bulganin last week to the crowds gathered in Red Square to celebrate the 67th anniversary of the Bolshevik revolution, "the warmongers are still continuing and increasing their activity.' Such words are as expected a part of revolutionary celebrations as references to Old Glory on the U.S. Fourth of July, But last week the remarks were milder. When the usual parades were over, several representatives of the "warmongering" were among honored guests at a huge Kremlin banquet. There for the first time. U.S. Ambassador Charles Bohlen broke bread with Premier Georgy Malenkov. Malenkov walked amicably among the

Malenkov walked amicably among the 2000 guests cracked jokes sang a folk song and chatted with a visiting Democratic Congressman from Oklahoma. Vicfor Wickersham. You are an Americation of the Congressman and the Congressman and Congressman and Malenkov asked Wickerfriends and we want to go on being friends. "Then Malenkov asked Wickersham: "You are not afraid here, are you?" Wickersham said he was not.

At another point, Molotov raised his glass to "better understanding" between the U.S. and Russia. "Chip" Bohlen re-



WETTACH & FAN (MAX SCHMELING) Everymon saw himself,

sponded handsomely by describing Comrade Molotov as "the most experienced diplomat in this room," recalled Molotov's incognito visit to Washington as. "Mr. Brown" during World War II. and toasted "his next visit to Washington." Then Bohlen leaned over to reporters behind him and made it plain that he was not really extendine an invitation.

#### WEST GERMANY The Great Grock

Wave upon wave of applause filled a preposterous. Shambling clown, his baggy pants, secured by a huge sitety pin, his placed elegance, finished his turn. Friends and fans had come from as far away as Italy and England to see his act. They student the chairs, stomping and cheerstood in their chairs, stomping and cheers which was the student off, while the work of the chairs of the proposed while face with a floppy sleeve, the cheers

ran on, until at last a loudspeaker blared:
"Please, ladies and gentlemen, do not applaud any longer. Grock is not coming back. Grock is never coming back."

The audience of 3,000 found it hard to

believe that The Great Grock would ever give up the limelight and the sawdust, but the fact was that at 74. Europe's greatest clown was tired. As Adrian Wettach, the son of a Swiss watchmaker, he ran away from home at 14 to try his luck in greasepaint. For 60 years he played in circuses and music halls across the length and breadth of Europe and England. On a continent where clowns are universally rated as the top act in any circus. Grock was acclaimed as the greatest of them all. The Queen of Spain once gave premature birth to a royal heir from laughing too hard at his antics. Winston Churchill once urged him to take out British citizenship so that Britons might claim him as their own. Even Charlie Chaplin was once kind enough to concede that Grock was almost as good as he.

Offstage a solemn and fastidious artist who speaks even languages and boasts an hunorary Ph.D.. The Great Grock spent hours and years polishing and perfecting the details of his performance. But he never tampered with its essential ingredistic and the special special perfect the produced from a monstrust case, the almost miniculous discovery that it is easier to push a stond toward a piano than it is to push a piano toward a stool, his look of ectatic appreciation at a single sour mustial note producing the produced produced produced to the produced produ

surdity and laugh instead at Grock's
Last week, soon after the curtain fell
for the last time on his act, Grock and his
devoted Italian wife headed for retirement
and a so-room villa on the Italian Riviera.
He had earned his rest without question,
but who, 'asked one of the million-odd
friends he had left behind, "will ever be
able to make us laugh like that again?"

#### Number Three

Inside the dirty red brick fortress of Spandau in the British sector of Berlin. behind a maze of walls, electric fences and steel doors guarded by the machine guns and soldiers of four nations, Prisoner No. 3, an old man of 81, was dying. Once.



Von Neurath & Daughter Dim eyes saw glittering days.

Baron Konstantin von Neurath, fluent linguist and brilliant diplomatist, had sausely served the Weimar Republic as Foreian Minister, then without apparent twinge of conscience served Hiller, In 1943 he final hemital North American State of the Neural Neural State of the Neural State of

Now, after eight years and one month of his-sentence, No. 2 could barely see because of the cataracts in his eyes. Afternoons he worked in the prison gardens where occasionally his angina pectoris would grip his chest so that he would ery pix hosts of the state of the three would rest his result of the result

Six in the Audience. He was the only one of the war criminals in Spandau who got along with all six of his companions. Albert Speer. No. 5. Hitler's production genius. said: "If we didn't have Von Neutrath, we would all go crazy." They were an ill-assorted lot: fat. hald. obscene Waister Fulle ViA. 6.; rich; young, satiefal unrepentant ex-Admiral Karl Doensit: (No. 2): weight half-sane Rudolf Hess (No. 2): weight half-sane Rudolf (No. 2): weight half-sane Rud

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for them the glittering days when he was his country's envoy to the Kings of Italy and Great Britain. He had been a childhood friend of Britain's Queen Mary, who called him "Little Konstantin." and once he saved her from being burned to death in her bedroom.

In Spandau, with his unloved and unlouing mates, he was always courtesus and rarely complained, as they did, But to his wife, the baroness, he wrote: "I don't think I can stand it much longer," Rejeattion of the baroness, he was always and of the Bussian with the standard of the standard of Spandau that old Baron von Neurath he let out of prison to die, Each time the Russians said no. Sir Winston Churchull Neurath has new symmyth."

Four in Agreement. Last week to everymeis surprise. Sowiet High Commissioner Georgi Pubkkin suddenly proposed Von Neurath's "premature" release. The Russians obviously hoped thereby to gain a little favor with nationalistic Germany. "Tactical humanitarianism." snorted the Mambeiner. Morgen, but the allies sent identical replies to the Soviets: "My government agrees."

At 1:50 one morning last week, the hollow-faced old aristorat hobbled out of the prison on a cane, smiled briefly, and with his daughter at his side rode to freedom in a hired automobile. Nothing he wore cordurely trousers, a checked shirt, a green tie, and a cheap jacket, from which his spilers only the night before had removed the large numeral 3.

#### Guests

In the early days of Allied occupation, U.S. troops in Germany lived as high as Roman conquerors. A few parlayed their privileges into tidy personal fortunes; all of them got special prerogatives denied the Germans. Little by little, as circumstances changed a defeated enemy into a necessary ally, occupation authorities trimmed down special privileges. By 1952 it was no longer possible for U.S. Army personnel to get free servants (chargeable to West Germany as an occupation cost), or to ride first-class on a third-class railway ticket. But no amount of selfimposed limitations altered the fact that the Allied occupation troops were essentially immune to German law. Last week, in special seminars antici-

nating the sovereign status West Germany will shortly enjoy. U.S. Army units all over Germany were busy teaching the conquerors to become guests. As aliens subject to German law, G.Ls will no longer be exempt from German excise taxes or the compulsory German auto insurance law. If they live in a requisitioned house, they will have to get out within a year. Unlike the Germans themselves, the G.I.s will not be subject to property or income taxes: nor will they he subject to criminal prosecution in German courts (though the German police will have the right to "detain" them under certain conditions :.

But most important of all for many a G.L., all occupying forces will in future be subject to German civil jurisdiction. Since British: French and American occupation soldier: have fathered an estimated 150,000 ellegitimate German children, this means that many a G.L. to be American) more backing in occupation immunity may soon be called to court to account for his sin and support his child.

#### FRANCE

#### Suitcase or Coffin?

Algeria's Moslems have a saying: "When it is very hot in Tunisia or Morocco, it is warm in Algeria." The violence that has erupted so often in Tunisia and Morocco has caused only tremors in Algeria. But last week, for the first time in



MESSALT HADJ Synchronized violence,

nine years, it was very hot in Algeria. Drais was shocked: unlike Tunisia and Monorco ("protectorates" in name, but actually colonies). Algeria is part of metropolitan France, and its people. Arab and Frenchman alike, are French citizens. Algeria's three departments have as much standing in the French Assembly as any departments between the Pyrenes and the Rhine.

The rattle of guns started in Algeria one morning, an hour after midnight, and seemed to be directed from a single central source:

At Ouillis (near Oran) a guard sur-

prised a group of armed men who were trying to wreck a power transformer. They shot him dead.

•¶ A young Frenchman named Laurent François heard that terrorists were abroad, drove to the police station in Cassaigne for protection. At the station entrance, a shot from the shadows drilled him through the head.

¶ In the mountain district of Aurès, terrorists stopped a car containing a kaid (rural chieftain) who was also a French army captain, and a young French husband and wife who were teachers. They clubbed the kaid to a pulp, then killed the Frenchman, then stabbed and raped the young woman, who survived and was received.

"I Terrorists closed in on Arris, the administrative center of Aurès, poured in repeated volleys of ride fire. All the inhabitants of Fouri-Toub were evacuated, to prevent slaughter or capture by the handits.

Pursuit in the Hills. When the bloody day ended, eight Ferenhmen and pro-French natives were dead, more than 30 counted. Paris, Le Monde Lumerted: "All this happened as if an invisible hand were cooking for a way to destroy the tract moment when we were about ready to strengthen it." Premier Pierre Mendes-France, who wants peace and a settlement in North Africa, had just served notice, in one of his freside chats, that his government was going ahead with plant to let social and economic expansion of the entire French United

the Freine Union.
At the urging of Governor General
Roger Léonard, Paris dispatched 1,600
paratroopers and 1,400 security trough to
reinforce the 10,000 solders to 100 to
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"The Only Negotiation . . . " French officials blamed the outbreak on three sinister influences acting in concert: 1) Tunisian fellaghas (bandits), hardpressed in their own country, who had crossed the Algerian border; 2) the inflammatory Cairo radio; 3) the extremist nationalist Algerian movement known as the MTLD (Movement for the Triumph of Democratic Liberties). Leader of the MTLD is Ahmed Messali Hadi, now in exile at Les Sables-d'Olonne, France, but reported in contact with Algerian underground leaders, and suspected of being the hand that set off last week's synchronized violence The French say they will not negotiate

The French say they will not income the Algerian question—that revolt on the soil of Algeria is treason. "The only negotiation," said Interior Minister François Mitterrand, "is war." The Algerian nationalists have an answer. "La valise on le cercueil" —meaning, if you don't take a traveling bag, you will get a coffin.

#### Down Comes the Tricolor

After 200 rich colonial years, the "French presence" in India came to an end, Pondicherry and three other small enclaves ("pimples on the face of India" Jawaharlal Nehru had once called them) were turned over to India, in accordance



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with the recent agreement between Nehru and Pierre Mendies-France. Thus India effortlessly picked up 193 square miles of territory and 320,000 new citizens. The reek of gunpowder attended the takeover, but it came from joyfully exploding freworks.

fereworks.

Not everyhody was happy. When the time came last week to lower France's tractors suttlen France officials did to surreprint of the surreprint of

Now that the French were leaving quietthe Indians felt a little more kindly towards them, and even placed a wreath at the foot of a statue to France's great colonial conqueror. General Joseph Franqois Dupleix.

#### IRAN

#### Death of a Prince

Mohammed Reza Pahlevi, Shah of Persia, lit cigarette after cigarette with shaking hands as be stood on the tarmac of Tehrena's Mehrabad airport one evening last week. At ten-minute intervals, planes glided in to land. None of them brought the news the Shah was waiting to bear: word of his missing brother, 32-year-old Prince Ali Reza, heir to the Iranian throne.

Prince Ali had gone up north to hunt, and to look in on his plantations near the Soviet frontier, but planned to return to Teheran for the Shah's 3,4th hirthday celebration. When he arrived at the airstrip at Gurgan, the plito of his single-engined Piper pointed to the snow-capped mountains wreathed in ominious Coulds hut the prince was anxious to start home. Before the took off, Ali did an act of sindless: with the prince was anxious to start home. Before with the prince was anxious to start home. Before with the prince was anxious to start home. Before with the prince was anxious to the prince was anxious to have been dear the took off, and the prince was any to the prince with the prince was any to the prince was any to the prince with the prince was any to the prince with the prince was any to the prince with the prince was any the p

It never arrived in Teheran. The Shahis birthday party was called off, and 25 Iranian-piloted Thunderholts, assisted by eight U.S. Air Force planes, began a methodical sweep over the desolate Turkonan steppe. On the fifth day of searching, three peasants saw voltures, swooping over the property of the

Ali's death leaves Iran without an heir presumptive. The Pahlevi dynasty began only with the Shah's father, a onetime army sergeant who seized the throne. The Shah himself has no sons. His five half brothers are the sons of princesses of the old rival Kajar dynasty, and are con-



PRINCE ALI REZA
Vultures told the way.

stitutionally barred from royal succession. Parliament can, however, shut its eyes and grant Iranian "quality" to one of the half brothers, making him eligible for the throne.

#### GREAT BRITAIN

#### Lords for Sale

One of Britain's most resounding titles, which for sheer cuphony tops that of many a nobie duke and earl, is held by the Lord of the Manor of Circum cum Wil-cocks alias Fransham Eart week, along the Cocks alias Fransham Lat week, along the Lord of the Manor of Circum Cocks and the Lord of the Manor of Circum Cocks and the Lord of Little Fransham. Lat week, along the Lord of Lord

Unlike the patents of nobility borne by Britain's peers, which no man can buy, the ancient feudal title, lord of the manor. The same pass from the manor man and the manor than the pass of the manor which was not unusual for the old squire in the big, house up on the hill to sell them off for a spot of ready cash. The 27 titles up for sails last week were part of a collection bength purely as not old these sails of the manor of possible state of the pass of the same of the pass of t

Since Beaumont's day, however, Britain's Property Acts have wighed out most of the manorial lords "perfis" (or persis) and the manorial lords "perfis" (or persis) and the perfishing the persis a few pounds a year from public utilities for putting telegraph poles on his property. But the deeds are still inscribed on heavy, ancient parch Chrostruntelly, the deeds cannot be taken out of the country, which discouraged Americans last week from scopping up such handsome titles as Lord of the Mannethelm and Wimbolds.

#### The Big Clock

For 17 years Thomas Manners, 25, helped to record the interorable passage of time in London's sprawling law courts. As a clock mechanic in the Ministry of Works, it was his duty to wind, inspect and keep on time the Soc clocks scattered throughout the great huilding. One day last week. Manners climbed the stone stains of the tall main tower to tred the stain with the stain of the tall main tower to tred weights in the great central clock that just out from the law courts at Temple Bar, above London's buys Strand.

Manners' twice-weekly chore with the big clock was a simple matter of starting the motor that winds its huge weights into place. As he worked away inside the tower, hurrying Londoners in the crowded Strand below glanced up as usual for a reassuring look at the great white dial that guided their daily scurrying. Auto horns blared their impatience at a moment's delay, exhaust pipes splattered with self-importance, old friends called out greetings, and tardy law clerks beat sharp tattoos on the pavements with hurrying heels. In the cacophony that makes a great city, no one-would hear a cry for help coming from behind the clock face in the tower 100 ft, above their heads. On and around the clock's great hands moved, slow and inexorable, with never a slip.

Two hours later, the clock was still running, still keeping perfect time, but something was wrong. Two other clock mehanics went up the tower to see why
the areat clock was no longer striking
the hours. There, his long brown work
sears of the clock's winding mechanism,
they found Thomas Manners, strangled to
death by the clock he had tended so long
and faithfully.

#### Busy Courtship Red China, busily courting Britain, last

week sought in small ways to show what a fine companion she would make. But she also showed plainly, in rationing out her favors, that she was in full control of her emotions. In three moves, Peking:

¶ Acreed without haggling to Britain's demand for 3,65,000 (\$1,05,000) (orn-pensation for shooting down a Cathay Pscific Skymaster off Hainan Island last July 23, in which ten passengers (three of them American) lost their lives. Peking has rejected three U.S. protests, but took the British protest in good garca end even promised (that "measures have been taken to prevent recurrence of such incidents."

§ Sent Huan Hsiang, former chief of the Western desk in China's Foreign Ministry, to Downing Street to present his credentials to Sir Anthony Eden as Red China's first official diplomatic envoy to Britain. His appearance is a little helsted, London has kept charge's d'affaires in Peking for nearly five years. They have spent most of the time cooling their heels in the waiting rooms of petty functionaries.

Prepared to receive two delegations of British businessmen, representing such gilt-edged capitalists as the Federation of



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British Industries and the British Chamber of Commerce. Originally, only twelve firms wanted to send representatives; the list now numbers more than 60. All of them, remembering the expropriation of Britain's great investments in Shanghai. seem resigned to doing business with China, but not in China,

#### KOREA

#### The Unstable Hwan

One day last spring, Arthur Dean, President Eisenhower's special envoy to South Korea, sat in Syngman Rhee's presidential mansion, discussing Korea's galloping inflation. Dean thought the solution was to let the hwan find its own level (i.e., freemarket dollar value), then siphon away the excess hwan currency that was drowning the country, Said Syngman Rhee. "Nonsense. The best way to fight inflation

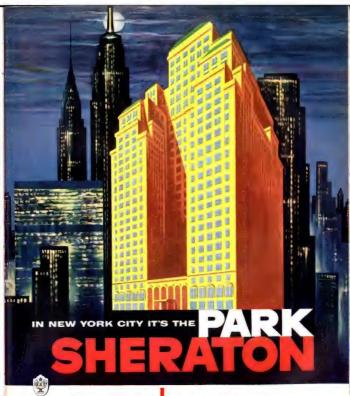


KOREAN WITH GREENBACK PAY Mr. Rhee was no rain maker.

is to say that the hwan is worth 180 to the dollar and then keep it there." At that time the hwan was worth less than that and fast losing ground.

The two men strolled out to a wisteriacovered arbor. Arthur Dean looked up at the cloudless sky and said: "Mr. President, make it rain." "You know that's impossible. Mr. Dean." Rhee answered. "Only the laws of the universe can make it rain." Dean smiled and said: "The exchange rate of the hwan is the same thing. Only the laws of economics can keep it steady.

Lush Windfall, Rhee chuckled with appreciation-but refused to budge from the, official rate of 180 hwan to \$1. Thereafter. the Korean presses went on printing currency, and the value of the hwan dropped (on the black market) to soo and even 750 to St. Rhee himself showed what he thought of the sanctity of the official rate by allowing the Bank of Korea to auction off a hoard of accumulated U.S. greenbacks (mostly to Korean importers). The prices paid were around 500 hwan to \$1. Still Syngman Rhee would not change the



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AMBASSADOR COLLINS To a land divided

official rate. His decision cost the U.S. military in Korea millions of dollars in unnecessary expense, and gave many South Koreans lush windfalls. In holding to 180 to \$1. Rhee also broke his 1953 agreement with the U.S., by which the hwan is supposed to be pegged to the Pusan wholesale price index (which, at that time, would have given him a generous rate of

A month ago the U.S. decided that

things could go on this way no longer. The U.S. held up wage payments in hwan to Korean employees of the U.N. forces (a more than \$1.500,000-a-month payroll). Moreover, the U.S. refused to allot any more oil to South Korea unless it was paid for at 310 to \$1. When Rhee balked at this, fishing boats stayed in port, buses ground to a halt, some 300 factories closed down for lack of fuel, and seven desperate Koreans, trying to tap a U.S. pipeline for gasoline, were killed in an explosion. Still stubborn old Syngman Rhee stood fast. A fortnight ago the U.S. Army began paying its 100,000 Korean employees and contractors in greenbacks, not at the 310-to-\$1 rate, but at 500 to \$1.

Back Down. Rhee was startled: he did not think the U.S. would dare. Last week he began to back down. Even he could see that every day he held out was causing loss, trouble and discontent: the Korean employees of the U.N. forces were quite audibly grumbling. At last, Rhee's Finance Minister offered the U.S. 500 million hwan "unconditionally." When General John E. Hull, the U.S. commander in the Far East. replied firmly that he now needed 800 million. Rhee's men hastened to offer the additional amount-although they knew the U.S. would not repay at better than 500 to \$1. The U.S. is still willing to reach a new exchange agreement with Syngman Rhee, but first wants it well understood that unilateral flouting of agreements must stop.

INDO-CHINA

Job for Joe

Viet Nam. as President Eisenhower recently put it, is a land "temporarily divided by artificial military grouping, weakened by a long and exhausting war, and faced by enemies without and by their subversive collaborators within, The more populous northern half is being welded together with ruthless Communist efficiency; the southern or free half is rent by feuds, and impotently governed by its honest but ineffective Premier Ngo Dinh Diem. Last week. in an effort to restore some order in South Viet Nam. President Eisenhower dispatched former U.S. Army Chief of Staff General J. Lawton Collins to Indo-China as his special ambassador, It will be Joe Collins' task to try to resolve the feuding between Diem and his generals, to coordinate and overhaul all U.S. aid to the tortured nation, to combat the dangerous forces threatening its independence and security," to keep an eye on what the French are doing, and finally, to determine whether South Viet Nam can be saved at all.

#### FORMOSA

Heating Up

For the first time since the "vest-pocket began off China's coast, the Reds last week used airplanes against Chiang Kai-shek's island bastions. Nine Russianbuilt, twin-engined bombers appeared over the Nationalist-held Tachens (200 miles north of Formosa and 15 miles from the Chekiang coast) and dropped more than 40 bombs, killing five persons, Previously, during the September skirmish around Quemoy, the Reds had used artillery only, and Washington concluded that the Communists were exercising prudence to make sure that air power did not tangle with the U.S. Seventh Fleet. Apparently the Communists are now prepared to take greater risks. The increased Communist effort come

at a time when the U.S. is negotiating a defense pact with the Nationalists. The U.S. may spread its defense umbrella to cover more than Formosa and the Pescadores (though perhaps not every Nation alist-held island) if the Gimo in turn agrees to limit his mainland attacks to operations with a defensive purpose.

#### BURMA

Peace with Benefits

Last week, nearly ten years after the Japanese armies retreated from a ravaged Burma, the Foreign Ministers of the two nations concluded final peace terms, and toasted the agreement in champagne. A reparation for the wartime occupation Japan promised to send Burma \$20 million-a-year worth of machinery and goods for the next ten years, along with technicians, and to invest another \$5,000. ooo annually in such joint enterprises a power projects and factories. Thus out of the peace Japan stands to get a friendly foothold in the Burma market.



Arizona's Sun Country during the

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#### THE HEMISPHERE

#### THE CARIBBEAN

#### Tarnished Triumph

At 2 a.m., on the morning after Cuba's presidential election last week. Fulgencio Batista told his followers: "From the results so far, it appears that I am the President-elect," It was a modest enough statement for a dictator who controlled the electoral machinery and whose only competitor in the race, ex-President Ramon Grau San Martin, had withdrawn before the election (TIME, Nov. 8)

When the vote count was barely under way, Batista gave the counters their cue. Seventy percent of the electorate voted. ind 60"; have voted for me," he told his followers. To no one's surprise, the final returns reported a 70% vote and a 6-1 margin for Batista. The opposition votes went to Grau, whose name remained on the ballots despite his walkout, Batista's four-party coalition bagged its constitutional limit of Senate seats (16 out of (4), all nine provincial governorships, and most other offices, Said Grau: "The future of Cuba is dark.

Far from dark was the future of Strongman Batista. His newly won badge of electoral legitimacy was badly tarnished. but it was better than none, and his already firm grip on Cuba was now even firmer.

In Guatemala last week, President Carlos Castillo Armas, who took power in a revolution last June and was confirmed in office by a plebiscite in October, asked the country's new Constituent Assembly to set his term in office. By the legislators' formula, the term will end March 15, 1960.

#### BRITISH GUIANA

#### Liberty Deferred

With 1,600 Marines and Royal Welch Fusiliers aboard, four British warships sped to British Guiana a year ago to enforce London's decision to suspend the South American colony's seven-monthold constitution and thereby stifle its Red-infiltrated government. Since then, restive British Guiana has remained under a state-of-emergency rule by Crownappointed Governor Sir Alfred Savage.

In London last week, the British government made public the report of a fourman commission appointed to study the Guiana crisis. Its conclusion: "Conditions for sound constitutional advance do not exist in British Guiana today." The report was harshly candid (said the Manchester Guardian: "To read it is like walking into a lamppost in the fog", and argued that the colony's dominant political organization, the Red-ridden People's Progressive Party, was bent on destroying the constitution after first using its privileges to win unlimited one-party rule. For their activities protesting London's steps against the P.P.P., its leader. Cheddi Jagan, served five months in jail and his Chicago-born wife Janet is still in jail.

The Churchill government agreed with the commission's report, announced in Commons that the state-of-emergency rule will continue in Guiana for at least three more years.

#### CANADA

#### Whiskerless Santa Claus

Max was home again. The boy who started out in the world as William Maxtitle and a London newspaper empire all know how happy he was. The people of New Brunswick were just as happy, for aging (75), puckish Lord Beaverbrook bestowed gifts like a whiskerless Santa Claus. The Beaver, largesse in hand, makes his



LORD BEAVERBROOK (RIGHT) & ADMIRERS®

homecoming an annual affair. This time benevolence showered in all directions. Beaverbrook's first act on arriving in the province was to dedicate a three-story law-school building that he had donated to the University of New Brunswick. Then he discovered that a favorite folk song. The Jones Boys, no longer bonged from a broken university clock: he promptly put up \$7,000 to have the clock repaired and The Jones Boys restored to clangorous eminence. Earlier this year in London, he had established an educational trust, the Beaverbrook Foundation, to which he turned over his vast holdings in his three newspapers. Now, in New Brunswick, he announced that the foundation had increased the number of its scholarships (some as high as \$1.600). Then Lord hood home, where he dedicated the Beaverbrook Town Hall and Civic Auditorium, his latest gift to the town.

Left: Newcastle's Mayor P. E. Roy.

Over the years, Bible-quoting, Empireminded Lord Beaverbrook's gifts to his home province have run up to some \$3.000,000. They have included buildings. books. The University of New Brunswick can thank its most famous graduate (and life honorary chancellor) for some of its residence halls, a gymnasium, library. skating rink, the president's house and a mass of scholarships. He has equipped the Miramichi Hospital, built a school at Beaverbrook, whose name he chose for hititle when King George V created him a vides care for New Brunswick's aging Presbyterian ministers. As a fresh gesture last week, he handed the city council of Fredericton \$400,000, with orders to build city and the university.

No one was enjoying the giving more than the giver. "This is my happiest time of year," said Lord Beaverbrook, his cheeks glowing, his eyes twinkling, and his face lit up as if he were about to shout, "On, Comet! On. Cupid!

#### Unwelcome Guest

Four passengers off a Trans-Canada Air Lines' flight from London lined up at the room-clerk's window in Montreal's fashionable Windsor Hotel. The first three quickly got rooms. But when the fourth man, a Negro, stepped forward, the room clerk began to jumble with the registry cards and to complain that the airline had mixed up the reservations. He did not say that he had no rooms, but he finally handed the Negro a slip of paper with the address of a cheaper hotel and told him to go there.

The Negro went to the other hotel without a protest, but he had no illusions about why he had been sent away. "The desk clerk was discriminating against me because of my color," he said afterwards. "I walked away feeling that I would never want to put foot on Canadian soil again.

In most cases, the visitor's experience would have caused little stir. But the Negro was Grantley Adams, Premier of the British colony of Barbados and a staunch promoter of Canada-West Indies trade. When an airline official discovered next day that the Premier had been shunted to a second-rate hotel, he promptly reported the incident to the Ottawa government. Windsor Hotel officials hotly denied that any discrimination had been involved; the management insisted that there had really been "a lack of room." But the government seemed more inclined to accept I'remier Adams interpretation of the incident. Last week the External Affairs department sent a note to Barbados expressing "the profound apologies of the government for any inconvenience or slight suffered by the Premier." Said Chief of Protocol H.F.B. Feaver: "We deplore any display of racial discrimination.

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#### PEOPLE

Names make news. Last week these names made this news:

The spit-and-polish commandant of the U.S. Marine Corps. General Lenuel C. Shepherd Jr., sourly noted the uniformed posteriors of some of his men. ordered all Marine commanders to take "immediate steps" about "the trousers too short and too tight in the seat."

While Cliemactor Morlon (Désirée) Brondo was holed up in Italy trying to escape the "persecution" of newsmen, his finance, onetime Aristis Model Josane for the properties of the properties of

Votersin Maltison. Wiss agreed—15,169 to 1,385+0 authorize the city to hire cranky old (85) Architect Frank Lloyd Wright to design a municipal auditorium and civic center. Chortled Wright, whose unorthodox and costly brainchildren of the past had set the city's officials to wiew him with alarm; "The people of Madison have demonstrated that politics sint all."

Back in Manhattan for the second time this autumn. Japan's pepper Premier Shigeru Yoshida, taking time off from the rough and tumble of Japanese politics to make a good-will tour, hurried to the Waldorf-Astoris wite of General Douglos MacArthur, whom he had not seen since the general was relieved of his Far Eastern command job in 1951. Before retiring for a private, bour-long chat, the two



MacArthur & Yoshida It's friendship . . .

posed beamingly for photographers, whom MacArthur told to caption their pictures; "Two old friends." This week Voshida's plans called for a mission to Washington, where he was expected to hold out his hand for friendship, economic aid and better tariff breaks for Japan.

In Oalo to accept his 1928 Nobel Peace Prize, Dr. Albert Schweitzer, 70, saintly medical missionary of Ferneh Equatorial Africa, atsod in a shiny old black suit and eloquently pointed a way to peace for distinguished listeners, including Norway's King Hoadon VII, His message: man can same chikral spirit which lifted Europe from the Dark Ages. Said Schweitzer: "Man has become a superman..., because he not only disposes of innate plysical forces, but because he is no command.



NOBELMAN SCHWEITZER

thanks to the conquests of science and technique, of latent forces in nature . . . The superman, in the measure that his power increases, becomes himself poorer and poorer. In order to avoid [atomic] destruction, he is obliged to hide himself underground like the beasts of the fields

Britain's Queen Elizabeth the Queen Mother, in the second week of her North American visit, rubbernecked like any



QUEEN MOTHER AT CHILD CENTER
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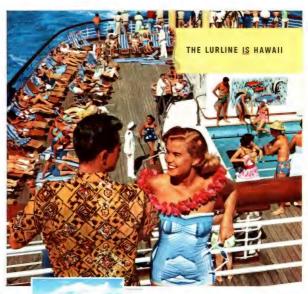
commoner in New York City. Late in her Manhattan stay, she suddenly found herself being treated with uncertain informality by the three-to-five-year-olds at an experimental day-care center. On her arrival at the center, bystanding neighborhood ragamoppets applauded her dutifully. Inside, most of the children were shy in the royal presence, But one little boy. after conking a classmate with a block as Her Majesty drew near, piped: "What's a queen?" At week's end the imperturbable Oueen Mother flew down to Washington in President Eisenhower's plane, the Columbine, was cordially received on the White House steps by Ike and Mamie,

Croner Dick Haymes, whose knack for bouncing between frying pans and fires makes him a sort of comic-opera King Lear, was saved in mid-light, at least temporarily, by his lawyers, who got a court order barring the U.S. Government from immediately shipping him back to his native Argentina as an alien.

In London, Queen Elizabeth II's husband indicated that he prefers to be called Prince Philip, instructed that a medal bearing his likeness call him that instead of the Duke of Edinburgh.

While vacationing at Miami Beach with Missouri's Democratic Senstor W. Stuart Symington and St. Louis's Mayor Ray Tucker, the St. Louis's Cardinals' aging (3.3) Slugger Ston ("The Man") Musical sized himself up, announced that he hopes to play barefull for at least three more to play barefull for at least three more like to win another batting champion-ship." said he. "That would be my sexuent—a lucky number to retire on."

Actress Betsy von Furstenberg, 22, whose own theater manners are not so good (she was recently booted out of the



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Broadway cast of Oh, Men! Oh, Women! for such bad acting as kicking an actor in the shin, puckering another's mouth into speechlessness by slipping an astringent concoction into his stage drink), popped up in the Saturday Review to appraise a great lady of the French theater. Of Cécile Sorel: An Autobiography, Critic von Furstenberg wrote: "I suppose it is relatively easy for me to understand La Sorel. | who | teaches us what we seem to lack so dreadfully in our theatre today-a certain elegance, la grande manière. In the richest country in the world why is no one inspired to create extravaganza, to shoot the works, so to speak? Why are there no more [Florenz] Ziegfelds, no more | David | Belascos? Why are the classics being 'read' off Broadway instead of being performed in great style at our best theatres?" Betsy's surefire answer,



CRITIC VON FURSTENBERG In bad manners, a certain elegance.

though not too true of herself: "Our methods of acting teach us so deliberately to be our ordinary everyday selves, is it any wonder that we find it difficult to be anybody else . . .?"

In his yarn-packed autobiography, The Tumult and the Shouting, published last week, the late Sportswriter Grantland Rice (TIME, July 26) recalls a balmy Mardi Gras evening he once spent in New Orleans with Author Ring Lardner, one of whose talents was the delivery of perfect squelches. Wrote Rice: "We were surrounding a bar when an 80-year-old Southerner stepped up to Ring. 'You probably don't know who I am.' he drawled. 'My grandfather was General soand-so on Napoleon's staff. My father was Count so-and-so of France, I was a general in the Confederate Army and, suh, I wear the Legion of Honor.' Ring spoke: I was born in Niles, Michigan, of colored parents,' he said. The general fled into the night."



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#### EDUCATION

#### Evasive Action

Georgia and Louisiana voted last week on desegregation as well as on Congressmen. Both states approved measures designed to evade the Supreme Court ban on segregation in the public schools.

Georgia, by a slim marein, approved the long-streatened "private school" amendment to the state constitution. The amendment would permit the state legislature to allot public school funds to private individuals "for educational purposes." Under the scheme, white schools water individuals for productional purposes. Under the scheme, white schools water hands white pupils would get money from the state, pay it as "tuition" to the all-white "private" schools.

The amendment's highly vocal oppo-

#### O Pioneers

After 15 years of teaching, bustling, bustling, bustling, bustling, bustling, bustling, decided to quit the Shady Hill School in Cambridge. Mass, and start a school of her own. The Bryn Mawr-trained duspher own, and the start of the start

Her school, she averred, would "break through some of the traditional ideas of education for adolescents." In the rolling dairy country near Putney, Vt., she bought up 620 acres of farmland, pitched in with her first pupils (54 boys and girls) and Hinton's long-absent children. Joan, 23.
and William. 3c, made congressionalcommittee headlines as pro-Communists
(Tisse, Aug. o, the school caught a whife
of bad publicity. But, respected and liked
in her Vermont community. Rugged Individualist Hinton attracted the children of
some of the nation's top professional and
amount of cauchy. James B. Comani
former Ford Foundation President Paul
G. Hoffman, Pundit Marquis Childs), and
unendowed Puttuey prospered.

Last week, her once-blonde hair a criss mor grey. Carmelite Hinton, 6.4, briskly announced that she would step down as head of Putney July 1. She added: "I hate to leave, but I have so many things before me that I'm boiling over. Founder Hinton's successor: Admissions Director Henry Benson Rockwell, a personalisation of the property from Connecticut's Pomfret School three vesars ago.

#### Giant Classroom

One Friday night in 1727, a group of prominent citizens met in Philadelphia for a high-minded purpose. They wanted to form a club for "mutual improvement," and, as Ben Franklim tells ii, decided to and as Ben Franklim and the property of moral, politics, or natural philosophy." In a sense, Ben Franklim group anticipated what has now become a national craze—the wholesale rush of Americans into adult education adult education.

This week some 1,500 educators, editors, options, options and posts suthered in Chicago politicians and posts suthered in Chicago from all over the U.S. to talk about that craze. But no matter how many panels they held, they all knew that they could never even begin to cover their subject. The fact is, reported the Adult Education Association; more than 4,9.5 million adult Americans are now taking some sort of educational course.

Place of Resort, Though the big boom is recent. Americans have always been self-improvers. In the 1830s they flocked to Lyceums; later, they went to the Chautaugua: still later, they attacked the fivefoot shelf. Meanwhile, the professional educators took on the adult population themselves. In 1800 President-elect William Rainey Harper of the University of Chicago proclaimed it the duty of every university to "provide instruction for those who, for social or economic reasons, cannot attend its classrooms." In 1904, the New York City Department of Education declared the school to be not only "a nursery for children," but also a "place of intelligent resort for men," By 1926 the American Association for Adult Education was born: 15 million adults were engaged in the pursuit of learning. All in all, adult education has come a

long way from the days when its primary concerns were to teach immigrants to speak English and illiterates to read. The Association of University Evening Colleges now boasts 102 members. Columbia University's School of General Studies has a first-rate liberal-arts faculty of its own: and the University of Chicago's



PUTNEY'S DIRECTOR HINTON & STUDENTS
An afternoon in the stable isn't what Hollywood thinks.

nents (including State School Superintendent Mauncey D, Collins, Atlanta's Journal and Constitution, and most white teachers) warned that using the amendment would mean "destruction of the public school system," e.g., ineligibility for free federal lunches and texthooks, collapse of teacher pension plans, haphazard classroom standards.

In Louisiana white resistance to the Supreme Court ban on segretation was stronger. By more than a to 1, state voters are the superior of the state voters of the state police power to promote to peace and of the state police power to promote to peace and of the state police power to promote to the state police power to promote the state police power to the state police to Constitution's Tenth Amendment relegating police powers to the states. But many Louisianians regard the state amendment solely as an expression of the state state of the

As the Putney School grew, Director Hinton kept the pioneer spirit fereely alive. Her blue-jeaned charges learned their math, and history in the mornings: ski, tend cows, or run a blacksmith's shop, ski, tend cows, or run a blacksmith's shop. There were no rigid schedules of weekly exams, no report cards—not even foutball teams. After hours, students were urged to strike out on their own projects working with wrought iron. Nor were the

sexes kept apart. Said one recent alum-

nus: "There is no 'problem.' After you've

teachers to equip classrooms and a library.

convert outbuildings into dormitories.

worked all alternoon around the stable with a girl. the Hollywood romance gets taken out of it." Inevitably. Putney's unorthodox approach drew fire from more conventional competitors, although Putney's graduates held their own with their college classmates. Moreover, when two of Director mates. Moreover, when two of Director This is the Dictabelt record

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HIGHLAND QUEEN, A BLEND OF PRIZED SCOTCH WHISKIES. 86.8 PROOF, IMPORTED BY MCKESSON & ROBBINS, INC., NEW YORK, N. Y. University College, where housewives and businessmen can start studying Aristotle's Pooties at 7 in the morning is growing at a faster rate (7% in one year) than the undergraduate college. But if adult education has changed the function of the university, it has also changed the face of the community.

Ciecro & Geromies. The nation's new schoolmasters range from the U.S. Department of Agriculture's Extension Service, which reaches accopace solutients, to the control of t

many as 62 separate professional and industrial conferences in one month. M.S.C. also gives seven TV courses: (e.g., Greek Glory, Typing, Art Appreciation). and 92 off-campus courses for credit. Among them: Organic Chemistry in Midland, Mental Hygiene in Clarkston, Public Opinion in Flint, Basic Economics in Battle Creek.

¶ In San Bernardino, Calif., the Community Education project set out to make radio, press and discussion groups work together. This isful, for instance, the project is sponsoring a weekly radio program o family life, but before each broadcast on family life, but before each broadcast lishes a background arricle with question to be discussed by the 75 groups dotted throughout the valley. Present enrollment in the various groups: 1,100.

¶ In Denver, the 38-year-old Emily Griffith Opportunity School has 400,000



FRENCH CLASS FOR ADULTS
From Family Living to Barbering, from Typing to Greek Glory.

up the field as never before. In 1923-25, the Ford-sponorer Fund for Adult Education spent more than \$6,000,000 on every sort of project from the American Library Association's American Hertage Program to promote the study of lissis American documents (60,017 students) to (21,000). In 1924, indeed, the U.S. has become one giant classroom. Among other adult education programs

¶ In Texas. a special program administered by Texas Technological College in Lubbock has spread throughout twelve towns. In Pampa last year, a physician handled the seminar on the Great Books; a bottling-plant owner now heads the discussion group on world difairs. In Panhandle, and uto dealer took over the American Heritage discussion group. Total enrollment in the program last year total enrollment in the program last year.

 At Michigan State College, the threeyear-old Kellogg Center has housed as alumni, s6,000 students, a waiting list of pages. If rives the courses in such practical subjects as watch repairing, automochanics and consensiony, maintains a barbershop for student barbers and a categoria for student barbers and a categoria for student barbers and a much or as littless they want, and at the moment they want it. In giving the folks more training—

shehher in Ciero or ceramics—adult education has turned itself into a full-fledged profession. More important: it has a future that scens limitifies. If prefect, says Malcolm Knowles, administrative coorce and the state of the state of the state of of adults will become accepted as a public responsibility, just as the education of children is now. . . In my opinion, the total budget for adult education of all types will eventually exceed the total exvitage of the state of the state of the contraction of the state of the state of the contraction of the state of the state of the state of the where school is never out.



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#### GREATER GRIPPING ON ICE

The new Firestone Town and Country Tire has an exclusive tread which contains many thousands of almost invisible Tracton Grips. This tread is wider and flatter, so that more of these Traction Grips are continuously in contact with the road. In addition, the big, tough, over-lapping traction blocks have thousands of sharp-edied angles and they are combination of features cannot be found in any other tire.



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#### EXTRA SAFETY IN RA

Most bad skids occur on wer po Drivers usually are cautiops on ice or but use less care in rain. However normal species, the exclusive tread in the new Firestone Town and Couenables you to come to a safe, sure, line stop on wer pavement without of the thousands of sharp traction edge wider, flatter shape of the tread.



#### MORE TRACTION IN MUD

The wider, deeper, flatter tread with its extra runged shoulder elements enables you to pull out of deep mud when you have the new Firestone Town and Country Tires on your car. The sharp-edged traction blocks dig in and give you pulling power and the wide space between the traction blocks are scientifically-self-actually action which keeps the rise from balling up or becoming smooth from mud packing in the tread spaces.



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The continuous tread design, with its overlapping traction blocks, sauver freedom from the excessive and annoying bumping, thumping and rumbling, often found in other traction tires. Super-Balloon construction absorbs shocks and makes the new Firestone Town and Country the easiest riding traction tire made. This exclusive tread design also minimizes noise, preventing the irritating when made by most winter tires on wet pase.



#### LONGER, DEPENDABLE M

The exclusive tread of the Firesto and Country Tire is continuous Lapping traction blocks, and is made which is specially-compounded to give resistance to wear. This is a most feature, because in most parts of the there are many days during the fa and spring when roads are dry, cau traction tree to wear down so qui they lose their traction effect and soci dangerously smooth.

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## a Safety on Ice, in Snow, in Rain, in Mud

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Conversals 1924. The Parents of Lare



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#### RELIGION

#### Stirrings at the Vatican

The big news from Rome last week was that 11 the Pope seems sufficiently recovered from his long illness to resume firm personal leadership of the Roman Catholic Church, and 2) he is strongly reasserting the church's role in secular affairs, notably in the fight against. Communism. Plus XIII told qo cardinals and 205 bishops: The church Imust givel guidance... not in a hidden way only between the walls of temples or by the communisment of the property of the

Tightening Discipline. The Pope's decisions were signaled by two major events.



ARCHBISHOP-DESIGNATE MONTINI
Out of the temple into the battle.

Msgr. Giovanni Battista Montini; Pius' most trusted cullaborator, who throughout the Pope's illness has been doing more and more of the Pouli's work, was appointed to the vital Archbishopric of Milan, succeeding the late Illedfonso Cardinal Schuster. At the same time, cardinals and designed to remedy what the Pope regards as creeping weaknesses in the church. Among the Pope's chief complaints:

¶ Excessive independence among many zealous priests, who are carried away by their secular work and fail to give ohedience to their superiors. One example is the French worker-priest movement, which the Vatican disbanded last year (TIME. Sept. 28, 1953).

¶ Interference by the laity in theological teaching. Example: Italy's Catholic Youth Movement, in its anxiety to help the poor and unemployed, frequently places its own special interpretations on the spiritual directives of its Vatican-appointed adviser. Under successive lay-presidents, the Vatican complains. Catholic action has swung violently from left to right, yet its effectiveness has visibly diminished.

¶ Slackness among some of the religious orders. Example: the number of Franciscan missionaries is declining. Example: the Society of Jesus. the order closest to the Pope, has suffered apostasies. The main trouble, says the Pope, is lack of discipline.

trouble, says the Pope, is lack of discipline, To remedy these and other ills, Pope Pius instructed the bishops: "Ecclesiastics and laymen must be made to know that the church and her bishops are authorized

to. exact ecclesiastical discipline. The Pope let it be known that he intends personally to oversee this tightening up of discipline. He will call more and more discipline. He will call more and more quent contact. there will spring for the hishops light and sureness, (while) on the other hand. this Holy See will come to know, quicker and better, the conditions of the whole flock.

The Church's Jurisdiction. As for Commission, the Pope urged Catholics everywhere to take the offensive assins it. The hour's by jurisdiction, he said, "cannot be limited to . . 'things strictly religious' but extends to "the moral aspect of all law . . Social and political questions coner . . . men's consciences . National and international questions of a political nature . . . touch upon ethics and thwart Man from attainment of his supernatural Man from attainment of his supernatural moral than the said that such questions do not come under the authority and care of the church . ."

As the new Archbishop of Milan, stronghold of Italian Communism, Montini will be a key figure in the church's new anti-Communist offensive. A brilliant organizer whose thin-lipped, meticulous manner and quiet voice hide burning zeal for his mission. Montin' has plenty of experience in fighting tealtharniam. In 1925. Monlin' was appointed assistant general to the Students (FLCI), and for three years he clashed with Fascist authorities, who finally disbanded the organization

Montini is almost certain to be made a cardinal at the next Roman consistory, early next spring. (Three other church dignitaries, among them Boston's Archbishop Richard J. Cushing, are also likely to get red hats.) Moreover, Montini is already being spoken of as a hard-to-beat candidate for St. Peter's throne itself.

#### Devotions by the Dozen

A saleman carping his sample case arrived at the gift shop of a Roman Caholic shrine and demonstrated "the hottest liter this year": a picture of Jesus in a small plastic frame. By slightly moving the picture the saleman explained, the bearded face of Jesus could be transformed into the beardless face of Our Lady. When the manager of the shop ordered some small plastic status.

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instead the salesman wrote in his book; "6 dozen Him, 6 dozen Her."

In the national Catholic weekly, Amerzest, the shop's manager, who uses the nen name Margaret Montgomery, tells of this and scores of similar incidents she experienced in a "profession . . . where the sublime and the ridiculous dwell together

Christmas cards (many showing Jesus with tumbling ourls and simpering three categories or ignous Shootly tellgams and protoundly rengious.

61 1 he "new heady pougy counter (which has a small dial with all titteen invsteries. A moving needle points comtuss like, to each be door number in this case as you click the hands halle Look! The needle stays loyally on the slip through your fingers anymore.

Q A Stop medal of a veiled woman, praying, with a race horse and jockey "immortalized" below. The inscription reads Saint Anita make me a winner.

¶ Luminous Sacred Hearts that glow in the dark. 'So comforting for the sak says the manufacturer's circular. "Hot traffic builder -always in demand.

Reports Author Montgomery, "Many other shops like my own . . . take in \$50,000 a year and more . . They should. to serve the religious orders and the charities to which the money goes . . . But degradation of the symbols of our faith due to bad display and irreverent merchandise is too high a price . . . It is not necessary to use such means."

#### Words & Works

I The National Council of Churches of Christ reported that the collection plates of 47 member churches yielded \$1.5 biltion in 1053-54, an increase of \$136 million over 1952-53. The most generous givers were Seventh-day Adventists with an average yearly contribution of \$174.45 apiece. The next five, in order: Weslevan Church of the Nazarene, \$118,33; Orthogelical Mission Covenant Church of America, \$109.03; Conference of the Evangeli-

I Prime Minister U Nu of Burma, the devous Buddinst head of an overwhelmingly Buddhist nation (TIME, Aug. sulaid the cornerstone of a Student Chriscan Foundation building at Rangoon Unithink for coop kyats (\$1.04") urged and receive Christians to do their "un-

C Nashville's Cokesbury bookstore started a drive to swap Bible story cartoon books for commercial comics. For every comic book a child brings in. Miss Lilvan Doss manager of the store will trade without charge, any one of the following Jesus in Jerusalem, The Story of M .: in Mather at Jesus, John the Baptist and Jesus in Galilee.



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#### THE THEATER

#### New Play in Manhattan

Quadrille brought the Lunts back to Broadway in a Noel Coward period piece they had played for two seasons in London, It is, for Coward, rather Victorian in spirit as well as in setting; it scents its sinfulness with lavender, bodices its escapades in whalebone. The story takes a long evening to unfold, but can be summarized in a sentence. A marchioness and an American rail baron pursue their eloping spouses (Edna Best and Brian Aherne), fall in love while separating the lovers, and themselves clope in turn. The whole thing is decorously romantic

-for it is always infinitely seemlier for the Lunts to live in sin together than in the utmost respectability apart. Throughout the evening, they offer slightly grander and more empedestaled versions of their time-honored selves; and by now, indeed, Lynn Fontanne and Alfred Lunt are much less actors than roles. Now, once again, they manifest their uniqueness. She provides a heraldic squeal or purr; he drops to a sudden flawless guttural pianissimo; each not merely throws away a line, but throws it. with a double backward flip, over an exiting left shoulder.

Wearing Cecil Beaton's bright costumes, traversing a brilliant Beaton drawingroom, the Lunts play Quadrille to the hilt. The only trouble is that there is no blade. The play's light volleys of wit come from a Coward who only plays doubles and no longer will go to the net: from a Coward who has written more like some fondly reminiscing oldster than a mocking enfant terrible-and with an oldster's fearful garrulousness. But however unthinkable ()uadrille would be without the Lunts, with them Coward's very mildness is not al-

#### New Musical in Manhattan

together unwelcome.

Fanny (book by S. N. Behrman & Joshua Logan, based on a trilogy by Marcel Pagnol: music and lyrics by Harold Rome | might have come off far better had it been done on a shoestring. For its very Gallic story of the Marseille waterfront of a young girl who finds herself pregnant after her sea-crazed lover sails away, and of her marriage to a widower who loves her and craves a child is a ticklish compound of sentiment and hard sense, of ruefulness and worldliness, that requires delicately simple treatment. As a play enfolded in music, it could be both piquant and touching. As a grandiose spectacle with undersea ballets, waterfront fandangos and full-rigged ships crossing the stage the story becomes both sluggish and slapdash. The heaping portion has been substituted for the proper food.

Hence Fanny's merits seem largely incidental. Harold Rome provides a pleasant. sentimental score that also has lilt. As the lover's father. Ezio Pinza is vibrant and masterful, but not once does the great voice of his opera days pour forth. Walter Slezak makes an excellent merry



THE LUNTS

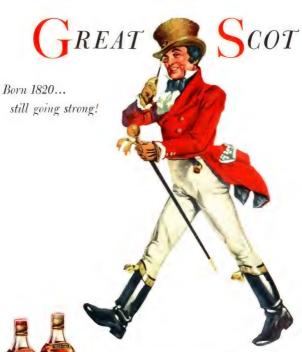
widower; no one middle-aged has more verve, no fat man more avoirdupoise. But, amid the show's lavish hurly-burly

and piling one thing on top of another Jo Mielziner's sets count for less than his brilliant methods of shifting them. Tamiris has devised some colorful choreography, but it is often so unlookedfor and unneeded as to seem less like a dance than a kind of dividend. Fanny is built like Actor Slezak without being nearly so light on its feet.



SLEZAK & PINZA

In a heaping portion, avoirdupoise.



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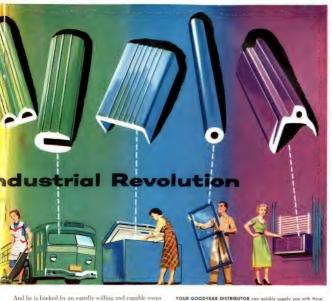
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#### SCIENCE

#### Too Warm for Birches

The gradual warming of the arctic climate (Time. July 26) may eventually make the barren lands flow with milk and honey. But as the warm temperature moves northward, its shift produces unpleasant as well as pleasant effects. Last week Dr. René Pomerleau, of the Canadian government's forest pathology laboratory, warned that birch forests are dving all over northern New England and eastern Canada. After a few seasons of unusually high soil temperatures, the trees die back at the tops. Already, said Pomerleau, much timber has been affected. If the







XFY-1 "POGO STICK" LANDING Success was a gentle letdown.

dying trees are not harvested soon, fungi will destroy them.

To make sure that higher temperature is killing the birches, Dr. Pomerleau told how researchers in New Brunswick warmed the roots of trees with electricity. They died faster than ever. There is evidence that spruce and balsam, and even the proud maples that are the symbol of Canada, may die as the climate changes.

#### Up & Over

At Brown Field, near San Diego, Convair's XFY-1 "Pogo Stick" last week showed what it could do in free flight. Already dress-rehearsed in a blimp hangar (TIME, June 14), the plane now fully lived up to its billing as the Navy's first vertical-take-off fighter.

Standing nose up on its delta-wing tips and four castered wheels, the Pogo resembles an outsize badminton bird. Test Pilot Skeets Coleman started the 5.500h.p. Allison turboprop engine, and the two counter-rotating propellers slowly lifted the plane up to 175 ft. Then, still hanging on its propellers. Pogo nosed over; as it began to pick up speed, it also began to pick up lift from its stubby wings, soon was sailing along in conventional level flight. After two 280-m.p.h. sweeps over the field. Pilot Coleman raised Pogo's nose. hovered like a helicopter over his take-off spot, and came gently tail-down to earth.

With a predicted top horizontal speed of over 500 m.p.h., the XFY-1 is designed to give close Navy air cover to cargo ships, taking off and landing on a freighter's deck even in rough weather.

Less happy was a second Convair-Navy demonstration. As observers watched. Test Pilot Charles E. Richbourg taxied the experimental XF2-Y1 Sea Dart (TIME, Feb. 16, 1053) across San Diego Bay on its retractable "hydro-skis." The jet seaplane took off, circled the bay, screamed in for a 400-m.p.h. pass at the shore. Suddenly, 300 ft. above the water, the Sea Dart fell apart in a gush of flame and a shower of metal fragments. Pilot Richbourg lived only two minutes after rescuers pulled him from the bay. Until the Sea Dart's scattered remains

are brought up and studied, no one is able to guess why it exploded.

#### Nobelmen of 1954 Chemistry is one of the sciences that

became important before it knew what it was doing. The old, half-magician alchemists of the Middle Ages were acquainted with many useful compounds and reactions, but they had no rational theories about them. Early chemists, dropping the magic, gradually developed general principles to explain what happened in their test tubes. The most useful of these was the concept of "chemical bonds": the



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forces that make atoms stick together as the molecules that form nearly everything on earth. Though the chemists learned a lot about the bonding forces and took skillful advantage of them, they did not understand their origin.

Then, in the 1930s. CalTech's Chemist Linus Carl Pauling attacked the useful but mysterious bonds from the new angle of quantum theory. He found that the "resonance" of the atoms (their internal vibration) is the source of the forces that hold molecules together. His book, The Nature of the Chemical Bond, is one of the classics of modern science.

Once the bonds had been explained many baffling mysteries were solved, and many new weapons appeared in the lockers of the chemists. Now they could predict how a substance would react even



CHEMIST PAULING Industry cashed the bonds.

when they had no sample of it. They could handle with new assurance the complex organic molecules, whose atoms are arranged like submicroscopic lace in chains, rings and branches. Out of the new techniques grew enormous industries drugs, plastics and synthetic fibers.

Dr. Pauling has made his own theories yield far-reaching results. He has explained many properties of metals (e.g., behavior. His most telling work has been on proteins, the chemical basis of life. Patiently he took proteins apart and showed that their enormous molecules are made of twisted atom-chains, spiraling many layers deep like manila hawsers.

In recognition of these discoveries, both basic and practical, the Royal Swedish Academy last week awarded Dr. Pauling the Nobel Prize in Chemistry for 1954.

Born in Portland, Ore. in 1901, Pauling went to Oregon State College, then to CalTech, and did postgraduate research in Europe. He joined the CalTech faculty in 1027 and has been a full professor there since 1931. Though his interests have been ilmost purely scientific, soft-spoken, out-

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spoken Dr. Pauling has not escaped political conflict. He served as vice president of the World Federation of Scientific Workers (which has communist members), and this brought him to the attention of California and congressional investigating committees. Dr. Pauling has deried that however, that he will continue to apeak his mind and associate with anyone he pleases. Says he: "Advisers to the Government, if they are to be valuable, must be free to express their opinions."

The Nabel Prize in Physics for 1058 was divided between two Germans: Des. Max Born and Walther Bothe, who were leaders in the 'new physics' that started under state of the started with relativity and quantum theory and ended so far with the hydrogen bomb. Dr. Born, 22, who fed Germany in the mid-2go, is credited with much of the difficult mathematics that enabled physics is to understand the helwarior of atoms.

Dr. Bothe. 63. was honored for "the coincidence method [a way of measuring time with extreme accuracy] and his discoveries made with this method.' As chief of the Institute for Physics of the Max Planck (formerly Kaiser Wilhelm) Institute for Medical Research at Heidelberg, Dr. Bothe was active in Germany's wartime attempt to release atomic energy.

#### Benevolent Blisters

The earth has "boils" that form in its rocky flesh, rise toward its skin, and sometimes break through. Proper appreciation of these allments, said Geologist C. Wroe Wolfe of Boston University last week, should lead to the discovery of valuable ore deposits.

Professor Wolfe believes that radioactive elements (e.g., uranium and thorium) in the deep rocks are pour heart conducbeat. Since rocks are pour heart conducmillions of years, the temperature rises until a vast bilster of hot, espanded rock has formed. If it works its way to the surface, or if cracks appear, the hot rock may liquely and escape as a volcanic explosion. Welenic action is not the only solu-

voicant action is not the dony sonttion. Sometimes the hot blister merely keeps on growing slowly without breaking out. When it reaches a new stratum, it "cooks" the rock, driving out the water contained in its crystals. Solible materials are dissolved in the water. When the water moves, through cracks or other outlets, the minerals in it are deposited, sometimes as valuable ores.

Dr. Wolfe believes that the earth has suffered from this blister disease since its early years. The blisters have invaded all sorts of rocks. cooking out of them the minerals that they contain. He suggests that geologists look for blisters, ancient or modern, and then look for the ore deposits that their cooking has formed.

© Visiting Princeton last week, Dr. Pauling denounced the withdrawal of Dr. J. Robert Oppenheimer's security clearance as "the worst case of national ingratitude I know. They had no need to pillory him publicly."



1955 CHEVROLET BEL AIR



# two 1955 ways



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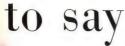
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#### THE PRESS

#### Headline of the Week

Atop Arthur Krock's post-election column in the New York Times:

A GOOD MANDATE THESE DAYS
IS HARD TO FIND

The Tough One

In its fust edition on election night, the New York Times. which had the most elaborate election-reporting machinery of any U.S. daily, headlined: HARRHAMN DEFEATS INES FOR GOVERNOR. When Harriman's lead diminished. the Times recalled 80,000 copies of its first edition and heartered special planes to replace the out-of-town copies with a new edition. In successive editions. the Times tried to



Washington's Lincoln Travel was narrowing.

keep up with the results by running three different lead editorials. The first congratulated Harriman. Who "has been elected." This was junked for a noncommittal substitute on the "sportsmanship" of elections. The final edition once more congratulated Harriman who "appears to have been elected."

Electronic Cousin. For papers every-where, the 15/2 election was tought to cover. In the seesaw New Jersey race, the New York Post ran a banner head-line: CASE EARDS HOWELL, Under it was a least the New York Post ran a banner head-line: CASE EARDS HOWELL, Under it was a least Republican Clifford P. Case." In Oregon. Eugene Register-Gund Editor William Tugman worle an explanation of why the Democratic sensutorial candidate. Richard Neuberger, inst, next day took it back with an article headed: NEUBERGER SHARES AND STANDARD AND STANDARD AND STANDARD SHARES AND SHARES

Remington Rand's electronic calculator. Uniwax (see Rando RTV), But the Detroit Times did hetter with Univax's cousin UDEC (United Distatal Electronic Computer). By carefully feeding UDEC the wote from key districts, the Times predicted that Democrat Patrick McNamara would win over Republican Senator Hodefeat was not certain until eight or nine hours later.

If newsmen were sometimes confused, by the close vote, few at least were embarrassed by it. Unlike the rags elections when most political reporters simply rode the campaign trains, this year hundreds of reporters roamed the country interviewing voters, politicians and local newsmen. The week before election, they rechecked their first impressions, scaled way down their predictions of a Democratic Inabidile,

Poll Trouble. Aging (74) Washington Evening Star Reporter Gould Lincoln. dean of national political reporters, traveled through 17 states right up to election time, predicted within three the number of Democratic governors, the Democratic margin in the Senate within one seat, and a Democratic majority in the House within a dozen seats. Both the A.P. and New York Times sent last-minute squads of reporters out to check their earlier surveys, As a result, on election eve they predicted a small Democratic majority in the House and said the Senate race would be very so lucky. It predicted a 55 to 70 Democratic majority in the House and a five-

seat Democratic margin in the Senate Many of the polls were way off. The powerful New York Daily News's poll, whose gloomy reports caused the Republicans to change their whole campaign in the state, predicted that Harriman would win by a comfortable 8.8% margin in its last poll, reduced his lead to 5.2% in its "weighted" figures. He actually led by less than 1%. In New Jersey, the Princeton poll predicted a landslide for Democratic Senatorial Candidate Howell, who lost to Republican Case, Palmer Hoyt's Denver Post predicted in its poll that Democratic Senatorial Candidate Carroll would win. but he was beaten by Republican Allott, Said the New York Daily Mirror: "The polls were all wrong, including the one published in the Mirror.'

Ads for the Digest

DeWitt (& Lila Wallace's Resuler's Digest, world's biggest monthly cfree, more than 10 million 1, has never taken a line of advertising. Last week Publisher Wallace announced the end of a 33-year old policy. Beginning with its April issue, the Render's Digest will prim acts. Its the Render's Expertise of the Publisher of the Pu

o in 29 foreign-language editions, the Digest



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intrigues men so. You're more likely to hear of the one thing we do to Jack Daniel's that happens to no other whiskey: charcoal-mellowing. In Tonnessee, we wouldn't think

In Tonnessee, we wouldn't think of rushing our whiskey into aging barrels the moment it's distilled. Instead we send Jake Daniel's on a lef-surely journey through hard maybe charcoal. Drop hdops it seeps about through 100 inches of this flavor-monther. What of the property of the prope

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out whether they would rather have ads in the magazine, or pay more than 25¢ a copy. Answer: take ads.

Digest advertising will be limited to 32 pages an issue the first year, with liquor, tobacco and medical-remedy ads banned. Wallace figures on selling the maximum number of pages every month, at \$56,500 a black-and-white page. 32×12×\$26,500 about \$to million.

#### Trouble for Hearst

In its hevday the Hearst newspaper chain was one of the world's biggest moneymakers. Even as late as 1947, in the booming postwar publishing years when aging Founder William Randolph Hearst paid little attention to business the chain earned SII million after taxes. But since Founder Hearst's death in 1951, rising costs and decreased revenues have created trouble for the chain's 16 papers. To fight the profit decline. Publisher William R. Hearst Jr. revamped the American Weekly, once a big moneymaker, cut editorial staffs and trimmed costs all down the line. But this was not enough. Last week Hearst Consolidated Publications, Inc. gave a measure of the chain's financial trouble in its earnings report for the first nine months of 1954. Net loss: \$1,266,-500 (v. a profit of \$1.552,400 for the same period last year), biggest loss in the company's history.



Military censorship was ended in Korea last week for the first time in four years. Said Defense Secretary Charles Wilson: "The stabilized military situation, the reduction in the quantity of news requiring review makes it appropriate."

In Washington last week the Army three out is charges against Lieut. Colonel Melvin Voorhees, former Eighth Army chief cenor and public-information officer (TIME, March 2, 1951). Reservist Voornees, who had been ordered dismissed from the service without pay or allowances, had been convicted by a court-martial of failing to clear his book, Korean Tales, which criticized both the Army's handling of the Korean war and the newsmen who covered it.

#### So Lovely & So Bruised

Harst Rejorter Dorothy (What's My Line'; Kligalien is a practitioner of an old and dying school of U.S. newspaper reporting: she is the leading U.S. so bo sister. Last week covering the Cleveland trial of the Sam Sheppard (Thur. Mu. 20). The Sam Sheppard (Thur. Mu. 20). In Sob Sister Kligalien demonstrated why she deserves the tille—and perhaps why such reporting is a-dying out. Wrote Reporter Kligalien:

"The Sheppard trial suddenly became terrible when they brought Marilyn Sheppard into the courtroom . . . It was all done with seven sildes in glorious Technicolor and a cocky unsentimental little medical examiner with a Phi Beta Kappa key spinning from his vest chain and



REPORTER KILGALLEN What's my line?

a red bow tie, notably unsuitable for corpse-pointing, askew under his chin. It will take many sessions of court and a untilitude of distractions to erase the first big white sercen in the darkened courtcom at that dreadful maintee. No wonder Dr. Som cried and would not look. She so gentle looking with her eyes cloos So gentle looking with her eyes cloos "It as strange. No picture ever printed

"It was strange, soo picture even pinates when the was morning and wide-eyed and alive, has shown her to be as lovely as she was in death—siccolored and slashed and broken. No wonder at all that Dr. Sam cried. He could remember well, without looking. Her face was oval, her skin the very fair kind with time pores. Where we have been soon to be soon to

delicate, her mouth pale pink, generously curved, perfectly and definitely cut like the mouth on a Roman statue. Whatever her eyes had seen before the first blow struck, they were closed now and could mirror nothing. Her face was not distorted at all: it was in remarkable repose considering how she died. But the wounds on the control of the country of the control of the country of the country

#### Horror Abroad

In Britain, where "horror" comic books have triggered the same avalanche of protests as in the U.S., the biggest comic publisher announced last week that he was going to stop publishing the comics altogether. Said he: "The game is no longer worth the candle."



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#### MEDICINE

#### Cutting the Lifeline

An increasing number of men in the prime of life are approaching doctors with nervous requests for "that operation." They want to be sterilized by a vasectomy or vasoligation—cutting and tying off the sperm-carrying tube (vas deferens) on each side in the scrotum.

Before World War II, this operation for sterilization was rare indeed, except under state auspices for sterilization of the insane. It has now become much commoner. There has been no detectable increase in New England or the Southeast, but some big cities of the middle Atlantic seaboard report a moderate increase. In some smaller Midwestern cities and the border states, vasectomy has become a fad, with doctors themselves setting the trend and joking about having been "clipped." In one prairie city of 250,000, two urologists who share an office do an annual average of 50 vasectomies apiece. Around Los Angeles the increase has been marked but moderate.

Five out of six of the men who ask to have the operation are married and explain either that they want no more children or that it would be dangerous for their wives to have more. They have heard that the operation for the man is simpler, quicker and cheaper than the corresponding one for a woman (tying one for a woman

off the fallopian tubes).

Some family doctors do the operation in their own offices, other general practitioners send the patient to a unologist or general surgeon. With a local anosethetic, it takes about 20 minutes and costs from \$5, to \$5,000. It does not change the main sexual functioning in any way to the control of the contr

#### "Bullet Lou" Ricochets

When Louis Joseph Kirn was a midshipman, he played halfback for the Navy against Knute Rockne's iron Notre Dame elevens and, despite a succession of banged-up joints, punched opponents' lines so hard that he won the nichsame of "Bullet Lou." On Gusdaleanal he commanded a dive-bomber squadron and liew missions around the clock. Kirn was not badly hur when he had to ditch his plane in the Pacific, was unscathed in two torpeon duty last February. Cappain Kirn, 46, was a wiry 168 lhs., and rated himself "the healthiest man in the world."

One Friday he woke up feeling seedy and decided that he had a touch of influenza. The dispensary gave him some pills. But Monday morning, Bullet Lou's fingers were so weak that he could not squeeze the toothpaste tube. At the U.S. Naval Hospital in Bethesda, Md. Kim announce: "Tha well man who isn't feel-

ing well." While doctors tried to figure out what ailed him. Kirn got worse. By 10 p.m. he was paralyzed from the neck down, could hardly breathe or swallow.

Bullet Lou Kirn had a sewer case of a baffling disorder, fortunately uncommon (a big metropolitan hospital will average on more than 20 cases a year), for which doctors have an array of misnomers. The one most often used: Guillain-Barre's causes the disorder, but know that it usually follows a feverish upper respiratory, infection. Mysteriously, some or all of the 31 pairs of nerve bundles that branch from the spinal cord become inflamed around their roots and can no bonger con-

Navy medics put Kirn on a rocking bed to help his breathing. They pumped him



PATIENT KIRN
Three months to wiggle his fingers.

full of antibiotics to guard against pneumoina. But in ten days her an a fever and breathing and swallowing became so difficult that he was put in an iron lung. His lungs were filling with mucus, so a surgeon down it to drink them. Then Kirn had to be fed intravenously. Still he got pneumoina, so the Navy got in touch with the nearby National Institutes of Health, and borrowed a "cough machine" (a gadget which fills a patient's lungs with air, then empires them with explosive human cough). Even this was not enough:

<sup>30</sup> Named for French Neurologists Georges Guillain and Jean Barré, and called "syndroms because it is a set of symptoms, not a specific disease. Other names: Landry's paralysis, infectious (or postinfectious) polyneuritis, acute idiopathic polyneuritis, and even encephalomyeloradiculoueuritis.



EVERYONE knows how these and other disturbing between the control police. But not exeryone realizes that such emotional disturbances can also make us physically ill. For we can actually worry ourselves into stomech ulcers, high blood pressure, allergies, and other disorders. And, of course, if we already have any of these disorders, nervous distress can make them worse.

So if you find yourself, or any member of your family, becoming overburdened by emotional

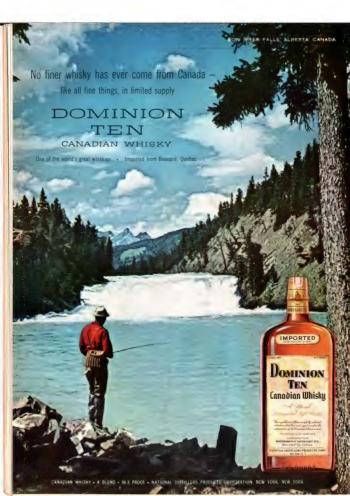
problems, or fearful of physical ills, do not drift along and try to cope with these problems alone. The wise thing to do is to see your doctor.

It may surprise you to know how many of your physician's patients come to him with the same emotional burdens ... how much he understands and sympathizes with such problems ... and how wisely he can counsel you on the true causes of your condition, and the best remedial measures to take for your physical and mental well-being.

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hood was put over the patient's head, and he sweltered at 120° as steam kettles humidified the air. Doctors put detergents into the oxygenated air that Kim breathed, and took to feeding him by a tube running through his nose to the stomach. Even so, in more than two months on the critical list, Captain Kirn faded away to go lbs.

Last week, brought back from the brink of the grave by the teamwork of 15 doctors and countless corpsmen. Kirn navigated his first unaided steps down a Bethesda corridor. Most Guillain-Barré victims, if they survive the first critical weeks, regain full use of their muscles. But not many have such a long and arduous way to come back as Bullet Lou Kirn. It had taken him three months even to wiggle his fingers and toes. Now, on a Spartan daily schedule which includes "walks" in the swimming pool, typing to exercise his fingers, pulling on a block and tackle loaded with weights, and twisting a wrist roller, Captain Kirn is mending fast and hopes to attend the Navy-Columbia game this week.

#### Votes Against Fluorides

Addition of fluorides to water supplies in the proportion of one part to a million, has been shown in long-term scientific studies to cut down touth decay and to be harmless. But in many areas, fluoridation by the studies of the st

#### Capsules

I Two artificial steroid hormones, made by Schering Corp., show great promise against rheumatoid arthritis. Named metacortandralone and metacortandracin, they are two to four times as powerful as cortisone and hydrocortisone and seem to produce fewer undesirable side effects. They may be generally available next summer. A bedside blood test that any family doctor can perform in a couple of minutes has been devised by George Washington University researchers for victims of certain kinds of heart and artery diseases. Hitherto, treatment with anticlotting drugs like Dicumarol and Tromeyan meant that patients had to go to a hospital every day; the simplified test means that the drugs can be used more conveniently for more cases.

With funds from cigarette manufacturers, the Tobacco Industry Research Committee (TDME, Jan. 11) made six grants totaling 883.000, mostly to university research teams, for work on the relationship between tobacco tars and cancer. The committee pledged itself not to interfere with the projects, and the scientists will have full freedom to publish whatever they find out.





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#### Whirlwind on the Piano

A brilliant new pianist appeared in the US. Isats week. He is Florence's Pietro Scarpini, 33, so far known in the US. only through one recording of Stravingky and Barrok (Colosseum) and the praise of his American pupils. Last week, in Carnegie Hall, he performed with the New York Philharmanic-Symphony under Dimitri Mitrapoulos. His selection: Prokofice's rarely played, difficult (Omercet No. 2, 3.

The music was to many listeners, acrobatic, unyielding and overdissonant, hardly the kind of thing to herald a new performer. But the New York Times's Olin Downes published a rave. "The pianist who adequately performs the part needs endless strength, swiftness and must be something of a cyclone at the keyboard. Mr. Scarnini (utilité the require-

. . . Mr. Scarpini fulfilled the requirements . . . a pianist of prodigious capacities . . whirlwind virtuosity and rhythmic drive. The rest of the press agreed.

For Pietro Scarpini the kudos was no surprise. He was a child prodigy who rattell off Lisat's Khappody No. 12 in public when he was six, won his piano diploma from Rome's St. Cecilia Conservatory, when he was twelve. Today he is professor of piano at the University of Florence. There was jost one thing about his Manhatton reception that puzzled him: 'I' played very well, but it was a had work. I don't play bad works. If I did. I could not play them well, I played the second Prokofice concerno because I am tired of the hind. I have already played it go times.



One of the world's great sopranos. La Scala's U.S.-born Maria Meneghini Callas, made her U.S. debut in Chicago last week. It was a rouser, recalling Chicago's greatest operatic days with Mary Garden and Gall's Cursi.

and Galli-Curci. Opening in Norma, Bellini's old and faded drama of the Druids, 30-year-old Soprano Callas lived up to her reputation. With her lissome figure handsomely clad in white and crimson, she looked almost too young and benutiful to be a pagan high priestess. She made a minimum of movement onstage, achieved precise dramatic effects by the tilt of her head or the angle of her body, but also electrified the crowd with slashing moments of violence, as when she confronted her faithless lover in Act 11. Her voice ranged from flutely pianissimos that penetrated to the last row of the distant balcony to mezzo-fortes of melting sweetness to fortes of trumpeting and often edgy tierceness. She may not have the most beautiful voice in the world (a credit often reserved for Italy's Renata Tebaldi or the Metropolitan Opera's Zinka Milanov), but she is certainly the most exciting singer.

The other performers, notably Mezzo-Soprano Guilietta Simionato, backed her superbly gave old Norma the kind of urgency it has not known in decades. The



Prokofiev was safe in a cyclone.

orchestra, trained and brilliantly conducted by New York's young (37) Nicola Ressigno, gave every note the vividness of Technicolor. Chicago's top-hatted, diamond-sprinkled audience enveloped Soprano Callas in a hailstorm of applause.

To land such a diva was a major operatic coup for Chicago. Maria had left her native Manhattan to live in Greece when she was 13, by 1048 was engaged by La Seala. Married to an Italian millionaire (building materials), she has unaire (building materials), she has unaire



Soprano Callas (As Norma)

Tou hore come off in a hallstorm.

leashedly let it be known that she would not sing in a company where another artist was higher paid. The Metropolitan Opera, with its SLOOO-a-performance limit, cannot afford her, But two young Chicago music lovers-decided that Chicago had to have her.

Carol Fox and Lawrence V. Kelly, both in their 20x, were determined to break the jinx which has bliehted! Chicaso opera ver since Sam Insuli\* gith-edged comparation of the company called the Layie Theater, got free use of the old custames and scenery, seronaged funds. Says. Soprama Callas, whose fee los a strictly guarded secret: "I fiked the way they did thinns. Heipinz the way they did thinns. Heipinz the more pleasure than singing in the old stuffy opera houses. Of course I am well paid. Mys. shouldn't I while I can? We ask our fee, and wheever is crazy enough. After hearing Xorma, Chicagonas were

all set to go on being crazy.

Sounds of Our Times

At first, the record seemed to give off only a series of rumbles and gurgles. But soon the irregular surges and fulls began to sound like the surf, playing on pebbles. crashing on rocks, growing louder and louder until a big one landed with a thunderous roar, and the listener could almost see the flying spume and the screeching seagulls. Then, evoking a passage into a quiet bay, little waves lapped with a feathery sound on a soft beach. and a bell buoy clanked mournfully. On the other side of the record was a kind of aural shiphoard narrative, beginning with the gorgeous sound of the Queen Mary's deep bass whistle, and ending with the horrid harrumph of the West Quoddy Head horn.

The record, Voice of the Sea, is the latest product of a Stamford, Conn. sound engineer. Emory Cook, who got into the record business with an equally unusual record of chiming music boxes, built his label (Sounds of Our Times) up to the point where he is now releasing full-scale symphony LPs, has other record executives keeping a slightly envious eye on him. Cook's market remains mostly "audiophiles." who shiver in ecstasy over a tingling triangle while hardly noticing whether the music is a symphony or a psalm. But the number of listeners who look for realism in recorded sound is multiplying every day, Last year, hi-fi fans bought 100,000 Cook LPs.

Sound Composer, After an engineering education, Cook started out doine radar work with Western Electric, then designed advanced equipment for making records. Next, he turned to making test records ("We've put 20,000 cycles on disks when everyhody was crowing about reaching

15.000°)).

More or less for kicks, he began recording concerts from the radio. In 1950,
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ridicules most current "high-fidelity"
products as "high fideoffedy". Codefledy

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Florists' Telegraph Delivery Association, Headquarters, Detroit, Michigan

spent a few rainy nights among the shunting yards of Harmon and Peckskill, N.Y. to record an LP called Rail Dynamics, whose clanking drivesheels and hissing steam valves are just about the most steam valves are just about the most records. The proper steam of the strainterords. "Asy she, "is to preserve someching; a performance, a situation, a sound an entotion. It also represented a creative act, for in editing down his thousands of cit, for in editing down his thousands of "compose" in natural sounds.

Among his other early efforts: a rickety nickelodeon piano, a summer thunderstorm, a parade of an Irish baspipe band. Audio Accourt, Despite the fact that his recordings sounded far more realistic than most commercial releases, Engineer Cook was still dissatisfied. No matter how many microphones he used to pick



Sound Scribe Cook
High fidelity v. high fideodledy.

up sounds—or speakers to reproduce increpthing was reduced to a single groove on the record. It all sounded to him "like listening through a porthole." His solution: adapting binaural or stereophonic sound (picked up by two microphones. fed through two channels and reproduced separately by two speakers) to records. Big articly by two speakers to records. Big in the wind, are quietly making binaural tages of all their major recordings.

Today. Recordist Cook is husely tracking down musicamkers wherever they are. On a recent swing through the South and Mexico, he taped an old-style blues shouter (Lizay Miles) in New Orleans, a lonky-tonk pisano man (Red Camp) in Corpus Christi, a giant organ in Morelia Cathedral. Lats week, Sound Hunter Cook loaded his powder-blue Cadillae with remaining the count of an evening at Minsky's burlesque to count of an evening at Minsky's burlesque they er in Newark.





2 "I didn't see a Swiss miss the whole atternoon, While I butterfingered, my the gir, catching them deftly and whirl-

3 "They took my picture congratulating Theodor Wyrsch, the winner, He'd tossed his flag 80 feet up, but his fluttering banner between his legs, up his back and

5 "Kings and commoners flock to St. Moritz. I met people from all over the world and almost exervone shared my liking for Canadian Club." Why this worldwide popularity? Canadian Club

Yet it has a distinctive flavor that is all its own. You can stay with Canadian Club all evening long ... in cocktails before dinner, and tall ones after. There is one and only one Canadian Clob, and

> 6 YEARS OLD 904 PROOF

4 "Symbols on the flags replater at the Chesa Veglia Mx. linst awaited me with a coreo



IN 87 LANDS . . . THE BEST IN THE HOUSE



IMPORTED WHISKY . MADE BY HIRAM WALKER

IMPORTED IN BOTTLES FROM CANADA BY HIRAM WALKER IMPORTERS INC., DETROIT, MICH, BLENDED CANADIAM WHISKY.

# It's better business to buy Chevrolet trucks



# They stay on the job around the clock the year round!

Chevrolet trucks have long been famous for their ability to stay on the job longer. You've probably heard about how they keep rolling on all kinds of roads with all kinds of loads in all kinds of weather—with only a minimum of time out for upkeep or repair.

Well, new Chevrolet trucks are building an even greater reputation for stamina and dependability. And there are lots of good reasons why this is so.

In the first place, new Chevrolet trucks bring you extra chassis ruggedness. Frames, for example, are stronger and more rigid in all models. And every model has increased strength at other important points as well. Some have heavier axle shafts. Some have more durable clutches. All are built stronger to stay on the job longer!

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Whether you operate your trucks from "eight to five" or around the clock, new Chevrolet trucks will save hours and dollars on your job.

Right now is an especially good time to talk trucks with your Chevrolet dealer. Stop in and ger his big deal on America's biggest-selling truck! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

CHEVROLET ADVANCE-DESIGN TRUCKS





NEW COMFORTMASTER CAB Offers new comfort, convenience and safety. New one-piece curved windshield provides extra visibility. New instrument panel is easier to read and controls are easier to read. It's the cab that has everything a truck driver wants!

#### New Chevrolet trucks offer more advantages you need and want-

NEW, BIGGER LOAD SPACE: New pickup hodies have deeper sides. New stake hodies are wider, longer and roomier.

NEW CHASSIS RUGGEDNESS Heavier axle shafts in two-ton models, more durable clutches in light and heavy-duty models, stronger frames in all models.

NEW AUTOMATIC TRANSMISSION Proved, thrifty Truck Hydra-Matic transmission is offered on 1/2-, 1/4- and 1-ton models. NEW ENGINE POWER AND FUEL ECONOMY: Bigger, brawnier "Thriftmaster 235" engine. Rugged, durable "Loadmaster 235" engine. All-new "Johnaster 261" engine.\* All three deliver new operating economy!

NEW RIDE CONTROL SEAT: \* Seat cushion and back move as a unit to "float" you over bumps. Eliminates annoying back-rubbing.

\*Optional at extra cost, Ride Control Seat is available in all cales of 150- and 2-ton models standard cabs only in other models. Tohmastes 2011 engine available on 2-ton models.

MORE CHEVROLET TRUCKS IN USE THAN ANY OTHER MAKEL CHEVRO







# For more of the good things of life



It takes aluminum. Shiny-clean aluminum helps make the kitchens on the new airliners a miracle of compact efficiency. Hot foods are kept hot, cold foods cold and everything



Strength, light weight, durable beauty . . . aluminum combines these benefits, and so it is put to more new uses than any other metal in our day.

Each month, each year, U.S. industries need more aluminum. A secure source of supply is found in Canada, good neighbor and best U.S. customer. Smelting aluminum takes millions of horsepower of electricity. That Canada has—vast waterpower resources not competed for by other industries. No other country in the free world has so much waterpower readily usable for economical aluminum production.

Aluminum from Canada benefits the U.S. economy by assuring factories the raw material they need, and thus helping to insure jobs for over a million metalworkers in the United States . . . . . Aluminium Limited, Montreali one of North America's great aluminum producing enterprises.



#### RADIO & TELEVISION

#### Counting the Votes

In TV ness, CIS usually tops NIC but last week the networks divided homors. On CIS. Commentator Ed Murrow and Political Analyst Sam Lubell made the most sense as the confusing election returns mounted. But NIC second with that let four reporters from as many cities talk to each other rand the viewers of at the same time. In a post-midnight phone call, Vice 'President Richard Nixon praised NIC for "objective reporting" and for "the finest election oversage I have ever

NBCs regional roundups were more effective than the general CBS coverage. CBS's news desk overscreened its commentators, leaving them time and again with little to say that they had not said half an hour earlier. On CBS it sometimes appeared that there were more commercials (for Roto-Broil and Prestone) than

election returns.

Probably the outstanding, TV casually of the night was Univac—the giant electronic brain built by Remington Rand and used by CBs to project early returns into estimates of final results, Everyhody remembers how Univac predicted a Republican landslide early in the 1952 presidential electron and how CBs kept the prediction dark. As a result, Univac was seconded by the returns themselved.

Last week, possibly in revenge. Univac turned Democrat with a vengeance and predicted a Republican disaster; shortly after 9 p.m.. Univac claimed that the Democrats would win a majority of 64 seats in the House and 23 in the Senate. But two hours later the machine completely reversed its field. Commentator Charles Collingwood, who nutremaided the mechanical brain both in 1952 and last week, says: "Suddenly Univac said the Republicans were winning the House. We didn't know what to do. Should we change the machine? After all, last time the expert sares were his particular error turned out to be caused by human fraility: a leletye operator had transposed the Democratic and Republican figures.

As for Univac's mistaken idea that a Democratic sweep was in the making. Collingwood thinks it resulted from the Delaware and Connecticut—showed a heavier Democratic vote than was-true of the national scene. Explains Collingwood defensively—"After all. Univac is only the national scene. Explains Collingwood defensively—"After all. Univac is only the national scene. Explains Collingwood skeed an attendant mathematician if he could explain what went wrong, and got the Einsteinian what went wrong, and got the Einsteinian that the Explain is the Explain of the Explain is the Explain of the Explain is the Explain in the Explain in the Explain is the Explain in the Explain in the Explain in the Explain is the Explain in the Explain in the Explain in the Explain is the Explain in the Explain in the Explain in the Explain is the Explain in the Explain in the Explain in the Explain in the Explain is the Explain in the Explain in the Explain in the Explain is the Explain in th

#### The Week in Review

Except for the elections (see abore). Itself week was most notable for three returning shows and an off-screen squabble. Du Mont's second-highest rated program. Life 1s. Worth Living (the first: professional football), again featured lishing Fulton J. Sheen, resplendent in his ecclesiantial rubes and as portific in gesture and the professional speech as before. There were recommended to the professional speech in the temperature of a paneled likel-housed agreement of a paneled likel-housed agreement of the professional speech as the profess



CBS's COLLINGWOOD & UNIVAC To err is only human.

room, 2) a new statue of the Virgin Mary that was conceived and commissioned by the bishop and introduced as "Our Lady of Television." 3) a new blackhoard gimmick, which, instead of last year's 'angel." who hastily erased when Bishop Sheen walked to another part of the stage, now walked to another part of the stage, now uses a system of sliding panels that permits quick removal of a chalked-up board and its replacement with a fresh one.

Bishop Sheen spoke on the "Psychological Effects of the Hydrogen Bomb" and, as usual, tempered the ominous parts of his measage with a sprinkling of jokes and puns. The bishop also scored a partial tra-which last summer amounted that the show would be limited to some fo-odd stainers. Bishop Sheen countered by promising his fans that he would be seen on "Goose to 200 stations." His opening show was carried by 126 stations, and at week's had recked "Lag-otted that the number had the lag-otted that the lag-otted that the number had the lag-otted that the lag-otted that the lag-otted that the lag-otted had the lag-otted that the lag-otted had the lag-otted that the lag-otted had the la

NBC began the sixth year of its outstanding T1' Opera series with a capable colorcast of Mozart's Abduction from the Seraglio; it did even better with the returning cultural show. March of Medicine. Produced by Smith, Kline and French Laboratories in cooperation with the American Medical Association, March of Medicine opened with an unprecedented trip by TV cameras to New York's Hudson River State Hospital, for a study of the care and treatment of the mentally ill. Viewers are likely to remember for a long time the shots of patients on the lawns and benches of the hospital grounds. No faces were shown, but none needed to be pictures of patients' hands either plucking nervously at grass or gripped together in numb despair.

The off-camera crisis racked the Bnick-Berle Show. Tiny Ruth Gilbert (Mrs. Emanuel Feinberg), who plays Max. a



NBC's SWAYZE & FLEMING (TOP). HARKNESS & HENRY (ON SPLIT SCREEN)
After midnight, a word from the Vice President.



# PAPER'S CHILD

Little lady, as you ply your scissors you don't even think of the paper you cut, but only of the wonderful dolls you are able to create.

And so it will be, all your life. You will think more of what paper does for you than of paper itself...vet there never will be a day in which paper does not affect the way you think, learn, live, work or play. You are growing up in an age of paper.\*

So, Crown Zellerbach is planning for your future: through careful forest management, research, the training of skilled workers, development of new products and improved methods of distribution. You are paper's child...and we are thinking ahead to your future needs.

\*Per capita consumption of paper in the United States is nearly 400 pounds yearly; in Russia, 13 pounds. Ratio: 30 to 1.

CROWN ZELLERBAL PAPER AND PAPER PRODUCTS SINCE 1870





RUTH GILBERT Half-hidden or all gone?

secretary madly in love with Milton, is ruary. Unfortunately, as one of the show's producers puts it, "she looks as if she's going to have it today." Since her comic line is that she passionately wants to marry Berle, her pregnancy presented a problem that has, so far, been avoided only by keeping her seated at a desk. Berle's writers suggested that she be written out of the show until she has her baby, Ruth objects because, "I've been told that if I'm off the show too long, I would lose my value for coming-back purposes." An ment but, asks a lawyer: "Is pregnancy that kind of disfigurement?" Possible solution: arbitration that will enable Ruth Gilbert both to have her baby and some of her S1,500-a-week salary,

#### Program Preview

For the week starting Wednesday, Nov. 10. Times are E.S.T., subject to change.

Disneyland (Wed. 7:30 p.m., ABC). The nature film, Seal Island, Best of Broadway (Wed. 10 p.m.,

CBS), Ethel Merman in Panama Hattie. Football (Sat. 2:25 p.m., ABC). Georgia Tech v. Alabama.

Toast of the Town (Sun. 8 p.m., CBS). Excerpts from the new movie. The Last Time I Saw Paris, with Elizabeth Taylor, Van Johnson,

Producer's Showcase (Mon. 8 p.m. NBC 1. State of the Union, with Margaret Sullavan, Joseph Cotten. RADIO

Friday With Garroway (Fri. 8:30 p.m., NBC). With Doris Day, Mary Martin. Boston Symphony (Sat. 8:30 p.m., NBC). Conducted by Charles Munch.

New York Philhormonic (Sun. 2:30 p.m., CBS). Première of Roy Harris' Hallmark Hall of Fame (Sun. 6:30

p.m., CBS), With Helen Haves,

# the Gulf South

It takes a well placed shot to put that basketball in the one best spot to score. And it takes a well located plant to add those extra industrial advantages that only the Gulf South area offers. These

advantages, including raw materials . . . industrial water . . . skilled workers . . . and dependable natural gas, merit investigation before selecting

your new plant location. Visit the Gulf South and pick that one best spot

that meets your industrial requirements.



#### RAW MATERIALS

Diversified and abundant, ranging from agricultural and forest resources to the innumerable by-products of the petroleum industry.

#### INDUSTRIAL WATER

Adequate rainfall, together with natural and manmade reservoirs, assures a dependable water supply in hundreds of locations.

#### SKILLED WORKERS

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#### NATURAL GAS

Reasonably priced natural gas for fuel or processing is available throughout this area served by United Gos For specific information write Industrial Development Director, P. O. Box 1407, Shreveport, Louisiana.





#### ART

#### Rainbow's End

Henri Matisse died last week, and the most brilliant fountain of light and color in modern art was sealed.

He died in the quiet of a Riviera late afternoon, in his hotel apartment overlooking Nice. His secretary, his nurse, his doctor and a daughter were with him. For 14 years he had remarkably survived the ravages of intestinal cancer, although doctors, in 1941, had given him only six months to live. But at 84, Matisse's heart finally stonged.

Within hours of his death, the living began to rection Matisse's achievements. London Critic T. W. Earp called him 'one of paintings' lyric poets.' In Paris, the French Minister of Education stated that Matisse commanded "the most French of palettes." Jack-ol-Arts Jean Cocteau went further without stretching the truth very much: "He was a bright sun."

A Motter of Fun. On a more down-toearth level, Matisse was a pleasant, plump and proper bundle of paradoxes. He was finicky in his dress as he was daring in art: a pleasure-lover in his leisure time and a puritan in the studio. His pink face was bearded and benevolent; his slate



blue eyes coolly attentive. He would discuss art lucidly and at length with all comers, punctuating his remarks by precise gestures of his small, square hands. 
Matisse knew his field as well, perhaps, as one man can. He tilled it conscientiously, and enlarged it courageously. Yet he maintained that painting is more instinctive than intellectual—a matter of fun. 
insisted, "its to keep the naiveté of child-hood. You study, you learn, but you guard the original naiveté. It has to be within you, as desire for drink is within the drunkard, or love is within the lover,"

A grain merchant's son, born in Picardy, Matisse hegan a stumbling art apprenticeship at 20. He studied for a while moter Adophe Bouguereau (a sort of demoner pointer and great teacher Gustave Moreau. He practiced and trained and worked, for as he was to tell his own student years later. "One must learn to dent years later." "One must learn to dent years later." "One must learn to the tightrope." To support himself, the tried copying masterpieces in the



MATISSE SKETCHING DESIGN FOR THE VENCE CHAPEL (1949)
The important thing is to keep the naiveté of childhood."

Louvre—and learned to his dismay that the wives and daughters of the museum guards were better copyists than he.

Emoncipation Doy, After some years, he began to have a modest reputation for mahogany-brown canvases. He himself decided that they were state as last week's coffee, and turned to impressionism. His impressionist works dazzled some critics, but failed to satisfy their creator. One day he destroyed a just-finished still life, simply because "it did not express me or symply because "it did not express me or

express what I felt." He counted his emancipation from that day, but at the turn of the century Matisse was still trying to find his true path.

A painting, he decided, is above all a painting and not a picture. Whatever it represents is secondary; the lines and colors on the canvas are what matter. So instead of holding a mirror up to nature, he decided to make free with her. That settled, he spread his former paintings on the floor and regarded them as from a great

#### PAINTINGS BY SAGES

THE Cleveland Museum of Art last week opened the finest survey of Chinese Inducage painting ever assembled in America. Its 13; exhibits, borrows from collections as far distaint as 'Roby and Bertur, ranged from the 4th century of the control of the control of the control of the control of great Inducages from Claude Lorrain to Paul Ceanner, the West's best could have learned much from the Chinese.

In Europe, landscape painting did not amount to much until religious art declined. Things were very different in the East, for China's two greatest religious leaders, Confucius and Lao-tee, carefully laught their followers to contemplate landscapes. Wrote Chuangstea, a disciple of Lao-tee: "The true sage, taking his stand unon the beauty of the universe, bierees the trinciples of created things."

what Cleveland's show proved to the hift was that China's greatest artists were also sages, and that their brushes could not only pierce but also lay bare with a few swift strokes of intuition, the "principles" of nature. Rocks become bones of Earth itself; rivers become her blood, trees her hair, and everything moves in a rhythm deeper than man's scurre.

In a just-published book, Aspects of Chinese Painting (Macmillan; Sr.50). Alan Priest, Far Easterne expert of Manhattan's Metropolitan Museum, explains: "The Chinese look upon natural things with an eye and feeling more intimate than is common to the West. The scholar seated under the ancient pine looking out upon the lotly hills is not alone; he is part of them, and they of him."

# CHINESE ART AT CLEVELAND

PAVILION NEAR OLD PINES by Ts'ao but artistically eternal Yuan dynasty (1279-1568), which superseded the romantic late



CH'A SHIII-PIAO's lakescape, dated 1684, is





#### A bath in the acid that eats glass

Don't try this don't even touch a drop of hydrofuoric acid. This glass-enter devours aimost anything, but won't even nip our little Miss Poly-Eth, who is Spencer's symbol for polyethylene. With this wonder plastic, chemists now have light-weight containers for storing and shipping this deadly but useful acid.

But that's not all: Poly-Eth can hold a wire with housands of volts surging through it, and not lose a spark. She's as comfortable at 100' below as at room temperature. And how that girl can stretch—up to five times normal size without a break or tear. Little wonder that polyethylene is the most exciting word in plastics today!

And Poly-Eth soon will be rolling out of Spencer's new plant, now under construction at Orange, Texas. Perhaps Poly-Eth is in your future.



For more information about Spencer Chemical Company, write for your complimentary copy of our annual report (June 30 fiscal year). Poly-Eth is only one of Spencer's products...

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Poly-Eth . SPENCER



distance. They showed that he had studied nature long and hard. Also, he "found something that was always the same and which at first glance I thought to be monotonous repetition. It was the mark of my personality. . I made an effort to develop this personality by counting above all on my intuition. . I said to myself: 'I have colors, a canvas, and I must express myself with purity."

Green Heir. The pure Matisse emerged at Paris' Autumn Salon of 1903. His works were hough a room apart, with works were hough a room apart, with the part of the p



Matisse's "Icarus"
The result of a long career,

and separated by dancing lines. A tree might be turquoise or tangerine, a river russet, a girl gold, with green hair,

From then on, Matisse's art changed only superficially, yet met with steadily growing acceptance and eventually with acclaim. He became a millionaire, and the world's great museums vied for the honor of exhibiting his work. Shining land, sea and street-scapes lay just outside his tall, half-shuttered windows at Nice; he brought them indoors onto canvas. His scores of "odalisques"-with a bosomy local girl posing amid a few harem props -were among his best-known pictures. not so much cheesecake as souffle, not so much woman's form as woman's charm. By 1948 even the U.S. knew him well: that year he was accorded a great retrospective by the Philadelphia Museum of Art, and in 1951 by Manhattan's Museum of Modern Art.

Simple Beauty. Matisse's style was sintious as Chinese brush drawing, clearcut as Persian miniatures, and sometimes as flat as Turkish rugs; his art had ancestors around the globe. Beauty of the most serene and sensuous sort. achieved by the simplest mean possible, was always his goal. He never tired of it, and consistently splendid triumphs of the pursuit flowed from his brush until he died. No 20th century painter had higher esthetic standards—or met them more often.

and the state of art, and the soft century has produced at least three painters who rival Matisse in importance: Wassily Kandinton; and Pablo Picasso (for passion). Picasso, the only one still hiving, has allowed the state of the state of

seem a bit thin by comparison. Poper Cutting. In his latter years, Matisse was often sick. A girl who later became a Dominican nun nursed him during World War II, and Matisse, with the generosity of genius, later reciprocated with what he hoped would be his "masterpiece"-a chapel in the Provençal village of Vence. The entire chapel and all it contains is Matisse-designed, yet the ensemble does not quite hang together (perhaps because Matisse was unused to working in three dimensions). But the stained glass windows are glorious; Matisse planned them by scissoring bits of colored paper and pasting them in semi-abstract

Between the completion of the windows and his death, the old man sat up in bed to paste together a number of pictures the same way. To visitors puzzled by the triviality of his materials and the childlike the complete of the picture of the pictur

in color that Michelangelo did in stone ... the result of my long career." Examples such as his Icarus (see cut) almost justified the boast. For variety he sometimes fastened charcoal to a long stick and with the stick sketched on wall or ceiling.

Matisse's joy in life did not dim toward he end, nor did his str. \* But he was sometimes troubled by the thought that the sum total of his influence on young painters would be negative. 'I have always tried to hide my own efforts,' he wrote, 'and wished my worke to have the light-'and wished my worke to have the light-'and wished my worke to have the light-'and wished my worke to have the lightmy work only the apparent facility and negligence in the drawing, will use this as an excuse for dispensing with certain efforts which I believe necessary.

What efforts? Matisse had a proud, joyful answer: "An artist must possess nature. He must identify himself with her rhythm."

\* Last year be presented his home town. Le Cateau, with 100 of his works. An estimated 2,000 of his pictures were still in his own collection when he died,

#### INSIDE THE SOUR MASH BOURBON BUSINESS

J. P. Van Winkle President Stitzel-Weller (Old Fitzgerald) Distillery Louisville, Kentucky Established 1849



There's the story of the country boy who saw his first giraffe. "There just ain't no such animal," he muttered. Some folks look at our old fashioned sour-mash distillery and say the same thing.

In a way we are a business freak. Our sole business is making one sour mash bourbon by the old fashioned "open tub" method. We break almost every rule of modern industry, yet continue to run our still.

It is possible to pressure-cook our mash in a matter of minutes. We take 3 hours.

If we were a mind to, we could "squeeze" our grain for higher yields. Instead, we willingly sacrifice 1 quart of whiskey for every bushel we mash.

Our fermentation period is 72 to 96 hours. This means we produce half as much whiskey as we might on the same vested capital.

We distill at low proof to retain all the precious flavors, then redistill for further refinement. This double process increases our cost.

How do we stay in business, yet flout all the economies of mass production? And why do we try?

First, because the slower, more expensive "open tub" method is the only way to make the kind of bourbon which brought fame to Kentucky.

Secondly, we believe there will actuacys be enough discriminating customers who appreciate the finer qualities of true Kentucky Sour Mash to absorb our limited production.

For your business entertaining we invite you to join the inner circle of executives who have discovered the oak-ripened excellence of OLD FITZGERALD, and find it good business to share, in moderation, with associates and friends.

Bonded 100 Proof Original Sour Mash Kentucky Straight Bourbon

# 1,000 Chicago Cab Drivers Can't Be Wrong!



#### Sensational New Sinclair Motor Oil Keeps Cars Going 100,000 Miles Without Engine Repairs!

New Sinclair EXTRA DUTY Motor Oil was tested in over 1,000 Yellow and Checker cabs in Chicago. Cabs ran day and night under toughest conditions . . . a real "taxt torture test".

Amazing results show cab after cab

using Sinclair EXTRA DUTY Motor Oil gave top performance for over 100,000 miles without engine repairs! During the test period, cabs using regular oil consumed twice as much as those using Sinclair EXTRA DUTY. Why not let Sinclair EXTRA DUTY.

Motor Oil keep your car engine in top operating condition for 100,000 miles? See your Sinclair Dealer.



#### Leading Lions

It was probably a mistake for the Baltimore Colts' Bert Rechichar to boot a 34-vd, field goal early in the first quarter. It seemed to make his teammates nervous to be three points out in front of the Detroit Lions, the best professional football team in the business. Behind his own goal line to punt, just a few minutes later, Colt Quarterback Cotton Davidson got a glimpse of the whole Detroit line bearing down on him, fumbled the pass from center, watched Lion Guard Harley Sewell drop on the ball for a touchdown After that the Colts and the crowd did not get a chance to forget that the Lions are champions of the National Football

Tough, offensive Lion linemen kept Baltimore in check while Quarterback Bobby Layne moved back, took aim and fired his long, string-straight passes, Better than half the time, the ball and a big Lion end got to the same place at precisely the same time. When Baltimore defensemen dropped back in desperation, Layne handed off to his jolting halfback "Hunchy" Hoernschemeyer or rifled short shots to Doak Walker, his slippery high-school ex-teammate from Dallas. Of 28 Layne passes, 18 connected for 246 vds. At halftime, the Lions led, 10-3. By the time the chilly autumn evening was over, the Lions were on the long end of a 27-3

The Lions' lot is not always so easy, A fortnight ago, they had to come from behind twice before they beat the Los



DETROIT'S LAYNE
Skillful violence.

Angeles Rams, 27-24. And the week Is fore they dropped a big one to San Fraccos Ferty-Nimer, 37-27. Before received Fractors Ferty-Nimer, 37-27. Before received Fractors Ferty-Nimer, 37-27. Before received Fractors Frac

Attendance figures are high, Reco gate so far this year: 93,500, at t Los Angeles Coliseum, where the Rau tied the Forty-Niners, 24-24. Even le interesting games usually outdraw colle football. Despite its brief season, whi ends with an interdivision playoff in L cember, pro football is one of Americ top-ranking spectator sports. The rou excitement of big men throwing th weight around with skillful violence me than matches amateur Saturday aft noons larded with college spirit. Play and fans have another advantage over t old college crowd: there is only one int conference playoff, and among the bu nessmen ballplayers, there is always undisputed champion.

Around Detroit, at any rate, there ittle doubt about who the 1954 champie will be. Layne and the Lions have we the title two years running; for the loyal fans, this season's playoff is a meromality.

#### Inferiority Complex The sleek, black colt looked like a w

ner. Highbred and proud. Landau mou out of the paddock under the royal p ple, gold and searlet silks of his own Queen Eliasheth II. But his reputat had preceded him to the U.S. Exborseplayer who had come to Laurel. N for the hird running of the Washingt D.C. International knew the skitt three-year-old as a notorious equine rotic. Balky as a kid who always refu to perform for company, he had an asperating habit of quitting in a cl

Still, the Queen did not quit on I colt. Like an anxious modern mother turned to psychiatry for help. There we experts in the Laurel grandstand who liked that Landau had been cured of inferiority complex and was ready to Techniques for Twitches, Before L.

dau was flown to the U.S., a blue-epixy named Charles Brook—with a be remarkably resembling Sigmund Free—commuted for weeks between his. Hey Street office and the royal stal outside Newmarket. A psychotheral who began his professional career as corporation lawyer, Brook would st

6 Los Angeles, San Francisco, Detroit, Chici Baltimore and Green Bay in the Western ( ierence, Pittsburgh, Philadelphia, New Yor Cleveland, Chicago and Washington in the E ern Conference.



THERAPIST BROOK TREATING PATIENT
When a horse is neurotic, look for a one-track mind.

past the sneering unbelievers of shed received to Landau's stall. There, standing close to his patient's side, he would place his left hand on the colt's withers, his right hand on the colt's withers, his right hand on the smooth, black helly. For zo minutes, horse and horse doctor would mediate in silent communion. 'I don't go in much for talking to horses,' said Brook. What he does, he explained, them until his patient's mind works to full capacity.

Therapisi Brook learned his technique the hard way—working on humans. With his delicate touch, he says, he has treated insomnia twitches, falling evesight, ulcers, lad tempers and alcoholism. He has even helped golf addicts to lower their scores. When he discovered that his laying on of hands worked in absolute silence, he was ready to take on dumb animals.

Hond-Ride for Fisherman. Now and them, after Brook's therapy, horses have run hetter. Even Landau went well for a while on English tracks last summer. But at Laurel last week, the neurotic coll faced a soggy track and stiff competition from six other fine thoroughbreds.

The crowd made Banassa, a French filly, the favorite, but careful handicappers hedged their bets and put something down on Sonny Whitney's game little colt. Fisherman, Handi-ridden almost all the way by Jockey Eddie Arcaro, and barely beating Banassa, Fisherman paid of

As for Landau, he had one of the worst relapses of his career. He made a fine. fast start and led the field for a mile; then, in the backstretch, he simply quit. Said a busted bettor: "That horse is so bad off, not even a head shrinker could fix him. His trouble is he knows he's inferior."

#### Scoreboard

¶ In the Big Ten, unbeaten Ohio State moved out of the conference for one afternoon, took on the Pitt Panthers, trounced them 26-0 and got ready to buy its squad a fistful of tickets for the Rose Bowl, Michigan, meanwhile, hung on to its thin hope for the Big Ten title by heating Illinois, 14-7.

In the Facilic Coast Conference, the high-scoring Brains of U.C.L.A. demonstrated once more that they are the class of the West and ran away from Oregon, 41-0. But the Bruins are ineligible for this year's Rose Bowl game, and U.S.C. all but earned the job of greeting the Big Ten visitors on New Year's Day by besting Stanford, 21:7.

¶ Among the Independents, the unbeaten and untied Hurricanes from the University of Miami blew themselves out and were whipped by Auburn 14-13. The upset reduced the list of unbeaten and untied teams to five: Oklahoma. Ohio State U.C.L.A. Arkansas and Cincinnati.

¶ In the Ivy League, while Harvard beat Princeton (14-9) for the first time in eight years. Yale was humiliated by Army's merciless Black Knights. 48-7. ¶In Manhattan. Yankee Yogi Berra

broke a long-standing habit of holding out until late spring before accepting his seasons: contract. Offered an estimated \$45,000. Yogi grabbed for a pen like a catcher going for a squeeze bunt, signed and became the best-paid backstop in baseball.

¶ At Lexington, Kentucky's Keeneland Sale, the Aga Khan's nine-year-old bay mare, Masaka, was bought by Horsetrader A. B. Hancock Jr. for \$105,000, highest price ever paid for a thoroughbred brood mare at a U.S. auction.



# Bright Idea!

Used to be that when someone had a bright idea (according to the cartoonists, anyway) a balloon would appear over his head, with a light bulb in it.

This time of year it's more likely to show a bottle of Lord Calvert, the whiskey that costs a little more, tastes a little better, and makes such a marvelous gift—especially in the gold or silver "Treasure Chest" package.

Of course a bottle of Lord Calvert won't light up. But the faces of the folks you give it to will. After all it's the only gift that says "To a Man of Distinction".

BLENDED WHISKEY. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS. CALVERT DIST. CO., N. Y. C.



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THE SPOKANA SPOKESMAN-REVIEW

THE WASHINGTON SUNDAY STAR

## message is the one that LIVES

It didn't matter what had become of that original piece of crude paper upon which A. Lincoln had written the message that began: "Fourscore and seven years ago...." Sensing the impermanence of spoken words, Lincoln himself declared: "The world will little note nor long remember what we say here..." But his words were caught and preserved for all time by the newspaper presses of the nation.

Nor did it matter that the singing words of Homer, his *Iliad* and *Odyssey*, were spoken from memory, for there were seribes who wrote them down and kept them fresh and living for all mankind.

Yes, the written message, and chiefly the printed message, is the one that lives. But more than that, the written message is tangible as well as permanent. You can return again and again to it, study it, clip it out, pass it on to others.

Without wishing to profane Lincoln's glorious words, or the ancient classics,
This Week Magazine asks you to consider the proposition that
the written message is the one that lives in terms of advertising.

The printed page, rich in detail, exact in its message, can be studied by the reader ... not fifteen seconds, not a minute—but for an hour if the reader so wishes.

But, more importantly, from the psychological point of view, the printed advertisement is a message read willingly. When Mrs. Smith sits down with her magazine, she is asking to be sold; she wants to know about the new cake mix. And Mr. Brown wants to study the features of the new cars.

This Week Magazine, one of America's foremost representatives of the printed medium, pays distinct homage to the other media for their massive and ceaseless services to our nation. But This Week asks you, the advertiser, the merchant, the businessman, the financier, to remember that the written message is the one that lives . . . lives not only in terms of time, but in reality, clarity, memorability. This Week wishes to remind you of the basic wisdom of building your campaign around visual, printed media. In other words, if you want your message to work and to last, put it in printify and the printing that the printi



A Written Advertisement That Lived—The February 15, 1983, issue of This Week contained a know, Gelatine advertisement which achieved a noteworthy record in terms of both effectiveness and long-vity. It was a two-column, black-and-white insertion with a coupno. During the first week following the appearance of the ad, 35,298 coupnoss were received. By the end following the appearance of the ad, 35,298 coupnoss were received. By the end with the action of the advertised of the additional and advertised the advertised of the advertised of the advertised of the advertised. The gland total was 64,590 responses for this single insertion, substantial evidence of the fact that the written massage also five.

Your messages in This Week

will LIVE in 10,900,000 homes throughout America!

#### BUSINESS

#### STATE OF BUSINESS Bulls on the Move

At the opening bell on the day after election, brokers swarmed around the 18 trading posts of the New York Stock Exchange, their pockets stuffed with buy orders. As big blocks of stock changed hands, prices surged ahead throughout the list. U.S. Steel jumped 21 to 58%; General Motors racked up a gain of 24 to close at 921. Such stocks as Bethlehem and Westinghouse, which had sold exdividend only the day before, made up the amount of the dividends and more. By day's end the heavy buying had sent the Dow-Jones industrial average up 7.54 points to 361.50, biggest one-day rise since the war market of Sept. 5, 1939. Next day the industrial average pushed (including appropriations held over from the year before) and \$56.6 billion in appropriations, but defense spending will be about the same.

Taxes: The Treasury is considering another tax-revision bill, calling for a reduction in capital-taxins taxes, a broadening of depletion allowances and a cut in taxes on foreign profits, but pro-business tax cuts will run into more trouble with a Democratic Congress. The Democrats will probably push for a boost in individual income-tax exemptions, and some excise taxes may be removed or eased.

Foreign Trade: Chances are greatly improved for passage of Clarence Randall's tariff-cuting program (see below). The new chairman of the House Ways & Means Committee, Tennessee's Jere Coper, favors lower tariffs and freer trade,

clent L. L. ("Tex") Colbert kicked off the biggest ad campaign in company history. But with all the shorting, it was still grinly apparent that Chrysler has a tough fight ahead. In the third quarter, Chrysler last week announced a loss of \$21 million. its first loss since 1920 and one that cut nine months' carnings to \$87,244.83, to \$85,506.543 in 1933. So far this year, Chrysler sales have slumped from \$2.6 billion to \$14.4 billion, a staggering drop of \$4.50% from last year's.

#### CORPORATIONS

Mouse Among the Elephants
When Physicist Richard S. Morse
founded his National Research Corp. in
Cambridge, Mass. 15 years ago, he started
out with two basic ideas. On the scientific



CHRYSLER'S IMPERIAL

fields. The two:

FORD'S FAIRLANE

ahead another 5.45 points and closed at 365.95, a new bull-market peak. The util-ty average, which had been sliding almost steadily for a month, spurted 1.16 to 58.04; the rails jumped 1.72 to 121.65, a new closing high for the year.

Investors took the election results as good news for several reasons. The mere fact that it was over removed a cloud of uncertainty-always a bearish factorthat had pushed the market down for five consecutive days the week before. There was no Democratic landslide as had been widely predicted, and that removed another source of uncertainty about possible future policy changes. And most traders thought that since unemployment seemed to have been a key issue in the campaign, both parties would do everything possible in the next two years to see that the economy maintains its current upward curve. Last week the upswing caused Bethlehem N.Y. plant to 97% of capacity, highest in No one expected any great change in

No one expected any great change in credit or fiscal policies. One top Administration spokesman summed up: "I'm still hunting for the mandate to change our economic policies, and I don't see it." The post-election outlook:

Spending: The President plans to offer Congress a budget somewhat smaller than this fiscal year's \$64 billion in spending Style, horses, ads and an uphill road. unlike his Republican predecessor. Dan

Reed, who fought Randall's program. Public Works: The President's ambitious, \$101 billion, ten-year program for highway construction is likely to get

# Democratic support and thus be approved. AUTOS

#### New Entries

In its 6,300 showrooms around the U.S., Ford this week will show off its 1955 entries in the race for first place in the auto industry. The new Fords are lower and longer-looking, with a V-shaped chrome strip on the sides, visored headlights, wrap-around windshields and sporty, latticework grilles. To keep up with Chevrolet's new V-8 engine. Ford has boosted with optional carburetors and dual exhausts to push it to 182. All cars will come equipped with tubeless tires. The new paint combinations are dazzling, e.g., a white and lavender hardtop with orchid interior, Gaudiest car: the Crown Victoria Fairlane two-door (see cut), which has a thick belt of chrome running across the top of the car to make it look like a semiconvertible phaeton.

Chrysler this week also unveiled two new lines—the Imperial and New Yorker Chryslers, both with h.p. upped to 250. To promote the new models, Chrysler Presiside he wanted to develop new products and processes and then get help from bigger companies to put them into production. On the financial side he believed that industries and capital gains than a quick cash return; instead of paying dividends. his company would plow back its earnings into new projects that would pay off investors in capital gains as they grew. Both ideas have been so successful that National Research has blossomed from a \$50.ooo investment into a \$4,500,000 research company, with 150 patent applications and profitable tie-in agreements with seven big companies using its discoveries. Last week National Research helped to launch two more big companies in new

¶ The United Gas Corp., world's biggest integrated gas system, which will go into the petrorchemical field. United Gas and the theorem of the petrorchemical field. United Gas and its themer persent company, Electric Bond Careking plant near Pensacola, Fla. and National Research will buy a 10% interest in it. At first, United's plant will be the persent of the persent of the persent plant will consider the persent plant will great the persent plant work for four years developing several for four years developing several to the persent plant work for four years developing several to the persent plant to work for four years developing several to the persent plant to work for four years developing several to the persent plant to work for four years developing several to the persent plant to work for four years developing several to the persent plant to work for four years developing several to the persent plant to work for four years developing several to the persent plant to work for four years developing several to the persent plant to work for four years developing several to the persent plant to work for four years developing several to the persent plant to work for four years developing several to the persent plant to work for four years developing several to the persent plant to work for four years developing several plant to work for four years developing several plant to work for four years developing several plant to the persent plant to the persent

making other petrochemicals from nat-

4 The \$362 million Monsanto Chemical Co., which, with National Research as a partner, will go into the titanium business. The two companies expect shortly to sign a contract with the Government to build a \$1.750,000 pilot plant to test National Research's revolutionary method of refining titanium. The method will be the first practical non-Krollo process; by bypassing the rough, sponge stage now necessary in titanium refining, National Research expects to turn out highly purified metal crystals that can then be melted down into solid metal. If the idea pans out it should cut the cost of titanium (now \$5 a lb.) enough so that it will find

a vast number of new uses.

The Airless Wonder, As a mouse teamed up with industry's elephants, National Research has done well because President Morse, 43, is a rare combination of scientist and businessman. An M.I.T. graduate ('33) who worked for could do better on his own, Morse started out with the basic idea that high-vacuum (i.e., removing all the air) techniques could be useful to U.S. business. He and his staff developed machines efficient enough to suck all but a cupful of air out of an area as big as Chicago's Union Station. Then he worked out ways to use vacnum processes to dehydrate foods without killing vitamins or taste, refine metals bet-

Named after Dr. Wilhelm Kroll, who discovered the present method of refining titanium while working for the U.S. Bureau of Mines (Time, Aug. 11, 1952).



NATIONAL RESEARCH'S MORSE

ter by keeping out impurities formed by the metals' contact with air, powder drugs faster than before, and coat delicate optical lenses with chemicals to improve light transmission up to 200%.

Morse's first hig financial success was frozen orange juce, which he discovered how to make with his high-vacuum process. He helped set up what is now the Minute Maid Corp. in 1945, and after some early marketing troubles, started the frozen-orange-juice boom. Minute Maid

grew into the No. 1. U.S. frozen-orangejuice company, with 35% of the market and 1953 sales of \$354, million. Morse sold National Research's interest in Minute Maid, but he still retains a royally agreement that will eventually net National Research more than \$5,000.000 on its total research cost of \$150,000.

With Minute Maid booming, Morse lost no time exploring other fields. National Research went into instant coffee (Holiday Brands, Inc.) and antibiotic drugs, now produces 90% of the drying equipment used by U.S. penicillin makers. For the electronics industry National Research developed high-vacuum machines for TV and radar-tube production.

Into the Crucible, But the most promising field of all is heavy metallurgy, where high vacuum can be used to cust and refine everything from steel to superpure alloys for jet engines. National Research, which set up Vacuum Metals Corp, to do the basic refining job itself, recently sold a 30% interest to Crucible Steel Co., for 25,000 shares of Crucible

With all its success, Physicial Morse-National Research Corp. has still to pay its first cash dividend to its 1,433 stockholders. Though profits this year should jump past the \$800,000 mark with reswall plow 90° of its intome back into research, use the rest for other projects. Morse's stockholders are not likely to complain. Since 1940 National Research's original 1,000 ohners have been split 150 share, making an original \$1 investment worth \$3,359 on the open market.

#### TIME CLOCK

FOLLANSBEE STEEL mill will family be moved to Gadden Ala, after a battle with the townspeople of Follansbee, W. Va. and a last-simute bid by Cleveland Financier Cyvus Exton Sol, 422 to 25, 212. Follansbee stockholders have agreed to sell their money-losing company with its \$5-to Manhattan's Federick Richmond, the contract of the companies of th

PIGGYBACK TRANSPORT of truck trailers on railroad flatcars is working so well that Santa Fe and Chicago & North Western, which previously ofpand is greatly. Santa Fe is adding a Chicago-Kersse City run and a Los Angeles-San Diego service; Chicago & North Western will extend its Chicago-Milwacker run to Minneapolis.

ANGLO-IRANIAN OIL Co., Ltd., which lost most of its production capacity in Iran, will celebrate its comeback by a 400% stock dividend to shareholders. The company has made

up most of its loss by expansion around the world (Time, March 9, 1953); under the new Iranian agreement, it will also get \$70 million in compensation from Iran and another \$600 million from the seven other oil companies that are helping to operate the Iranian oil industry.

WEST GERMAN STEEL will soon be up to its prewar peak. October production hit a record 1,780,000 tons, some 38,000 tons better than the best previous postwar mark. Estimated to-tal 1954 production: 19 million tons, only 440,000 tons short of the alltime high set in 1938.

CHRISTMAS CLUB savings will beat all records this year. Starting this month, twelve million savers will get checks from 6.500 banks and club stor a whopping \$1.1 billion, an increase of \$50 million over last year. Most thrifty Pennsylvania, with \$165 million; New Jersey, with \$125 million; New Jersey, with \$125 million; New

MONTGOMERY WARD BATTLE between Chairman Sewell Avery and Stockholder Louis E. Wolfson 'Time Sept. 6) is going to the courts. Wolfson, who claims to control 500,000 almages of stock (6.5 million outstanding, has filed suit in Chicago to upper the company's "stagger" system of electing directors, which puts only three of nine men up for re-election each year, thus making it hard for any outsider to win control. Wolfson wants all directors up for re-election at the annual meeting next April.

LABOR TROUBLE has been less this year than at any time since the war. In September, anys the Bureau of Labor Statistics, only four strikes involved more than 10,000 men, and for the first nine months there were only 2,875 strikes of all kinds, v. 4,437 in 1953. In all, 5,000,000 less man days were lost than in the same period last year.

SINCLAIR OIL, which wants to increase its oil and gas reserves, is working on a multimillion-dollar deal to buy American Republics Corp. from Torkild ("Cap") Rieber, who helped negotiate the Iranian oil settlement (Thes. Feb. 1). Dickering price for American, which Golf states: \$72 a share (1,500,000 shares outstanding). \$4 more than the current market price.

#### -AERIAL TRAFFIC JAM-

#### The Wild Blue Needs Better Signals

THE U.S. is rapidly running out of air space. To the groundling, the skies may seem unlimited, but the traffic problem in the nation's air lanes is almost as bad as on the highways. On some days, the four New York City airports handle 2300 take-offs and landings—a round-the-color than a space 60 air miles wide and 40 air miles long.

Since 1946, air-passenger miles have more than doubled, to 16 billion last year. Not only has the number of commercial planes in use soared from 674 to some 1,300, but the air is also filled with thousands of private and military planes. When bad weather slows landings and take-offs, the traffic problem becomes dangerously acute over the nation's four busiest airways: Boston-Norfolk, New York-Chicago. Francisco-San Diego. Seattle-Portland. Ore. Planes bound for New York are often held up for an hour in Cleveland can be ended. Delays are not only irritating to passengers, but costly to airlines, "Stacking" (i.e., circling, awaiting landing permission | costs airlines from \$156 to \$360 per plane-hour.

Like the theory of relativity, the flight space problem is fourth-dimensional. Under instrument conditions, each commercial airplane in flight must be protected by a cocoon of air space 30 miles long, 1,000 ft, deep and ten miles wide. Its protection must be so great because present instruments do not tell a pilot exactly where he is. But the piston pilot's problems are insignificant when measured against the problems of the jet pilot. The Civil Aeronautics Administration estimates that 35% of its traffic is military, and well over half these planes are jets. Above the major U.S. cities jet operations already saturate all air space between 20,000 ft, and 40,000 ft. When a piston-engine plane makes its final approach at La Guardia field, it needs no more than 15 square miles of space over Long Island. But a 550-m.p.h. iet requires more than 1,000 square

numes.

Max is the solution to the traffic
jam? C.A.Administrator Frederick
E.e., a crack pilot too during World
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better communications between airports and pilots. By thus extending the
range of the aerial police, traffic jams
can be stopped before they develop.

A basic need on the ground is long-

range radar equipment, a high-cost item that only a small percentage of U.S. airports now has. CAA's proposal: connect airport control towers to the Air Force's long-range radar warning net, which is already in operation near most big U.S. cities. While there are still some technical problems to be worked out. CAA is confident that a way can be found to use Air Force radar without interfering with defense.

In the air, the big need is for broader use of Distance Measuring Equipment. which, with VOR (very high-frequency radio signals), tells a pilot where he is within one-half a nautical mile. To install the DME system will cost the airlines about \$6,000 a plane. Says President Ralph Damon: "Certainly, we have no objection to putting a \$6,000 device in a milliondollar plane-if it will work, But that's a pretty big if. The system has not been too well demonstrated to date." But Pan American World Airways started using DME on some of its planes last spring and is "very pleased." Nevertheless, other airlines have dragged their feet, even though CAA has installed more than half of the necessary ground equipment.

To get the most out of long-range radar, VOR and DME, better communications are needed between ground and air. The airlines want a more complete net of Government-built communications control stations, enabling airports to talk directly with pilots several hundred miles away (maximum range in most places is now 10 miles). With such new radar, DME and communications equipment, the airport control tower at La Guardia could pick up a plane an hour out, slow it up if necessary, reserve a landing time and guide it to a straight-in landing. By thus eliminating stacking, much wasted air space could be reclaimed.

Since 1947, the Federal Government has spent \$102.7 million in aid to airports, a sum that was matched by states and localities. But last fiscal year Congress appropriated nothing. and this year only a piddling \$20.5 million, though the number of airports World War II. As the U.S. streaks on into the jet age. Congress must be prepared to appropriate more money for airport improvement-and the airlines must keep their own equipment up to date in the air. A little more public and private (i.e., airline) money would go a long way toward breaking the traffic jam on the airways, before it cripples air transportation.

#### FOREIGN TRADE

Through the Curtain

Three top U.S. businessmen last week called for a new foreign economic policy for the U.S. All three agreed that the U.S. should accept and promote the expansion

of East-West trade.

¶ Said Trans World Airlines' Chairman Warren Lee Pierson, head of the U.S. Council of the International Chamber of Commerce: "We should go slow in preaching the value of free enterprise and of competition abroad while we erect unreasonably barriers to competition with our own markets. We should not insist that friendly nations shut off trade with Inon Curtain countries unless we are willing to assist them in finding alternate markets." "

¶ Said Hotelman Conrad Hilton, who operates 27, hotels in three nations and will soon open one in Istanbul, only a few miles from the Iron Curtain; U.S. businessmen should take a "calculated risk" and start trading with Iron Curtain nations. "The circulation of food to the hungry of the captive nations would be more effective than H-bombs in the destruction of Communism."

The third voice was that of Clarence Randall, foreign economic adviser to the President, who has tried harder than any other businessman to steer the U.S. toward freet trade. In his new book, A Foreign Economic Policy for the U.S. (University of Chicago; Su.63), Randall says that the U.S. must move from a "mosaic of improvisation" to a policy that will

produce "a nation that is secure."

As part of that policy, the U.S. should relax East-West trade restrictions. For example, said Randall: "Emotion and political controversy seem to block our disposal of agricultural surpluses by direct sale to Russia or other Communist-controlled countries in exchange for gold. Yet here are markets which we might be able to enter without serious damage to our friends ... It is sometimes said that by taking

Russian gold we somehow strengthen their economy. But the effort put into production of gold in Russia would by hypothesis be effort withdrawn from the field of heavy industry or munition making."

Trade & Peace. East-West trade is coming anyway, says Randall, "and there is little we can do about it unless we risk the whole temper of our international relationships by strict attempts to interfere. The experience of mankind leads one

... The experience of mankind leads one to think that trade makes for peace. The more points at which the Iron Curtain can be penetrated and the more individuals there are who cross it to deal with individuals on the other side, the more chances

• Last week the Department of Defense made the first more toward relaxing its "Buy American" policy, It awarded a \$1,000,000 contract to lifttiain's English Electric Export and Trading Co., Lid. for two turbines at Table Rock Dam on the Mississippi'Arkansas line. "Buy American" gives preference in Government contracts to U.S. manufacturers as lone as their bolds are no more manufacturers as lone as their bolds are no more than the desiration of the contract with a bid only 11.85° below the lowest American offer.

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#### man power...

Personnel Control; Sales Control - by man. territory and product

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there would seem to be of ultimate mutual understanding."

A keystone of U.S. policy, in addition to gradual tariff reductions, simplified customs procedures and relaxations of the "Buy American" policy, should be a flow of private American capital into the world economy. But Government must provide incentives for capital by such changes as a reduction in the corporate tax rate on foreign earnings. In calling for tariff reductions. Randall points out how high tariffs can transfer burdens from one part of the economy to another. When the U.S. banned imports of Danish bleu cheese. for example, the Danes banned U.S. coal (see below), thus transferred Wisconsin's problem to West Virginia.

Whose Foul? Businessman Randall made plain where he thinks the chief blame lies for the failure of the U.S. to develop a broad trade policy. Says he: "The greatest roadblock of all . . . is the trability of our business community to making the properties of the pr

#### Tit for Tat

At a Geneva meeting of the 14 member nations of the General Agreement on Tarnations of the General Agreement on Tariffs and Trade, the U.S. came under attack
last weeks Subject: the U.S. restrictions on dairy products from Denmark and other countries. "We feel," said Denmark's Gunnar Seidenfaden. "that a leading trading nation like the U.S. has special responsibilities to cooperate in the general effort;"
With the backing of Australia, The Netherlands, Sweden, Italy and Canada, GATT passed a Danish revolution affirming the action against the U.S. so long as American immost restrictions remain in effect.

### TRANSPORTATION Subway of the Future

In Manhattan last week, the New York Transit Authority put its pen to a \$3.881.000 contract to build an entirely new system of transportation. The between Grand Central Station and Times Souare, half a mile crosstown will be replaced by a gigantic conveyor belt carrying an endless chain of lightweight passenger cars. Riders will step onto a belt moving at 13 m.p.h., and from there into cars which will then speed up to 15 m.p.h. for the two-minute trip to Times Square and slow down again to let them off. Builder of the new shuttle: Akron's Passenger Belt Conveyor, Inc., a newly-formed affiliate of Goodyear Tire & Rubber Co., the world's biggest rubber company.

Rock & Commuters, The conveyor-belt shuttle, which will be ready in three years, is a direct result of the success that Goodyear has had building huge industrial conveyor belts (e.g., a S.1.750,000 belt to carry rock ten miles during the building of California's Bhasta Dam). Since 1940,



GOODYEAR'S LITCHFIELD From bounce to bouncier.

Goodyear has been working on the idea as a safe, fast method of travel in overcrowded cities. Last spring, with the Stephens-Mannon Manufacturing Co. of Aurora, Ill., its partner in the new horter company, Goodyear installed its first project: a \$75,000 "speedwalk" to carry lithing Manhattan Railroads's Jersey City terminal up an incline to the Erie Railroad station.

Besides Manhattan, half a dozen big U.S. cities may some be customers for the Goodyear passenger belt. Cincinnati is considering a belt-car system to serve 80 congested downtrown blocks. So are Montreal. Cleveland. San Francisco. Atlanta, and São Paulo, Brazil, which is thinking of a web of conveyor-belt sidewalks.

The new passenger conveyor belt is the latest example of the camp diversification that has kept Goodyear at the top of the industry. Last week Goodyear brought out its nine-month earnings report, and though sales were down 1.7½ (largely due to a seven-week strike; from 1933's record \$1.22 billion, profits of \$3.2 million were good enough for the company of the control of \$1.22 billion of \$1.22

Blimps & the Atom, Goodyear's Board Chairman Paul W. Litchfield, the company's boss for 28 years, has always been a strong believer in diversification. When he arrived in Akron in 1900, as Goodyear's new plant superintendent, he was just out of Massachusetts Institute of Technology and the first real scientist on the young company's staff. He also had a penchant both for production and for trying unexplored fields. In those days U.S. tiremakers produced solid, iron-hard rings of rubber. Litchfield soon learned a better way. In 1902 he took Goodyear's tires to a reliability test in the British Isles, paying his own way across on a cattle boat, "We finished last," recalls



and sewers to serve 50 years or more with minimum maintenance. Highways need be no exception. Roads need not be built that must be rebuilt or resurfaced every few years and maintained at high annual cost. Engineers can build concrete roads to last 50 years and more!

Moreover, concrete usually costs less to build than other pavements designed for the same traffic. It costs less to maintain, too, as average cost records of state highway departments prove. Moderate first cost + low maintenance cost + long life = low annual cost. Concrete is safest too. Its gritty surface is highly skid-resistant, wet or dry. It reflects up to four times more light than dark pavements, giving you maximum visibility at night. You pay for roads with your license fees and gasoline and oil taxes. If you want safe, durable, low-annual-cost roads urge your public officials to build them with concrete.

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Selecting personnel that will satisfy your requirements, be satisfied themselves, and prove acceptable to those already employed, is more certain when you have full background facts. The most dependable means to obtain such facts is through the type of investigation made by Retail Credit Company,



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Litchfield, "and I found out why. The winning tires had flexibility. Ours didn't. We were trying to overpower the bumps. They were just bouncing over them."

Ings, weeke jobs colonism development and the first Back funds, potential to the first Back funds, potential to the first good a patent, and put Goodyear in production. By 1906 he was back in Britain. and this time Goodyear won, Says Lichfield. "That's when we really started to go." By 1916 Goodyear's sales overtook its biggest competitors. Goodrich and Diamond, even though they merged to fend of Goodyear. With the tire business bounting. Lichfield soon started exploring other and balloons in World War I, later tried its hand at dirigibles. In World War II he company was one of the most di-

OIL

"Mr. Gus"

Some 500 curious oilmen gathered at Bethlehem Steel's Beaumont. Texas shipyard last week for the christening of an odd contraption called "Mr. Gus." Built at a cost of \$3.500.000, the rig is a monster (4.000 tons) barge for drilling oil wells in the deep water of the Gulf of Mexico. It can operate in 100 ft. of water (v. 40 ft. for most other rigs), will triple the area that can be explored on the continental shelf off Texas and Louisiana. Mr. Gus was bought by (and named for) C. G. ("Gus") Glasscock, 58, a onetime high-wire acrobat and wildcatter who now owns eight drilling barges for lease. The small fleet's new flagship is being towed



Bethlehem's Deepwater Drilling Barge An acrobat got his sea legs.

versified in U.S. industry, turned out everything from Navy fighter planes to tank parts, gas masks, powder bags and artillery shells.

Broins & Plastic. With peace. Goodyear has pushed its diversification even harder. It now does a booming plastic business with a whole line of products for ture. Goodyear also makes rubbertized as plat, has gone into the electronic business, and turns out an electronic business, and turns out an electronic computer called the "Gods" for the Air Force, And in Pike County, Ohio. Goodyear is rusion plant for the AEC. generous diftusion plant for the AEC.

Goodyear Chairman Litchhedd, now 70, and President E. J. Thomas, 55. who moved up to take over the operation end, have no worries about too much diversification. Chairman Litchhedd is confident up to the confident of the confident with the confident of the confident with the confident of the confident of the confident with the confident of the

to a point off San Luis Pass below Galveston to sink its first test well (in 40 ft. of water) for Shell Oil, which has a 16-month lease on the craft.

Mr. Gus is 106 ft. long and So ft. wide. with twin decks, which are joined by big. vertical steel tubes that are driven into the sea floor by hydraulic jacks. The upper deck rides so ft. above the water and supports the drill rig; the lower platform is flooded and slides down the tubes to squat on the bottom for better anchorage. To move to another site, the lower deck is pumped out and refloated, and the "legs" are pulled back up. The main barge is connected to another, slightly smaller service barge with engine rooms, crew's quarters, helicopter platform, etc., by a Mr. Gus should be even more seaworthy than Humble Oil's big, new, single-deck Delong-McDermott barge (Time, June 21), Bethlehem figures if the offshore producing area that is believed to lie within the 100-ft, depths is to be fully drilled in the next 25 years, 100 more rigs like Mr.



Here's another completely new Monroe—the very latest in fully automatic calculators.

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# The Men Who Move The Goods



SCOTT'S O. H. MILLER He moves the great Scott line

From wood to pulp to paper to distributor to consumer, the great Scott line must keep moving. The fast-moving story of famous Scott industrial and household paper products begins in the forest. From the woods to Scott's pulp and paper-making plants and throughout the manufacturing process, the tempo of movement is swift. The schedule calls for pin-point exchanges between conveyors and rail ears, fast transit to distributor's and customer's siding-and then to millions of users of Scott products.

The man who coordinates these movements is O. H. Miller, Director of Traffic, Scott Paper Company, Chester, Pennsylvania,

Traffic man Miller says: "Our high volume, fast moving traffic requirements demand prompt handling by schedule-conscious rail carriers. Wabash dependable freight schedules have been extremely useful to Scott in helping us meet our exacting needs,"

Like Scott, many shippers use Wabash because they must move their goods on a rigidly controlled schedule. Wabash representatives in 45 cities can give you the facts about Wabash service - and its advantages to you.

> P. A. Spiegelberg Freight Traffic Manager St. Louis 1, Missouri

# WARASH RAILROAD Road of the Men Who Move the Goods

# Nice (see ART).

# MILESTONES

Born, To Bobby Breen, 27, onetime singing cinemoppet (currently making a comeback on TV) who piped his way to stardom at eight (Let's Sing Again, Make a Wish), and red-haired ex-Model Jocelyn Lesh, 22: their first child; in Brooklyn. Name: Hunter Keith, Weight: 65 lbs.

Married. John Wayne. 46. leathery cinemactor (The High and the Mighty, Hondo) and fancier of Latin-type ladies ("Some men collect stamps: I go for Latin Pilar Palette. 26: he for the third time. she for the second: in Hawaii.

Married, Mary Elizabeth Altemus ("Liz") Whitney Person, 48, socialite horsewoman; and Richard Lunn. 40, public-relations man; she for the third time (her first: Millionaire Horseman John Hay ["Jock"] Whitney), he for the sec-ond; in Washington, D.C.

Died. Ali Reza. 32. younger brother of the Shah of Persia. Mohammed Reza Pahlevi, and heir presumptive to the Iranian throne; in a plane crash; in Iran's Elburz Mountains (see Foreign News).

Died. Oran ("Hot Lips") Page. 46, barrel-chested, gravel-voiced jazzman whose warm-toned, wildly improvised trumpet playing on such records as The Sheik of Araby and Hucklebuck brought him the international accolades of jazz addicts: of a heart attack; in Manhattan.

Died, Dr. Mahmoud Azmi, 6s, chief Egyptian delegate to the United Nations: of a heart attack while defending Egypt against Israeli charges in the U.N. Security Council; in Manhattan,

Died, Hadji Agus Salim. 70, onetime Indonesian Foreign Minister and delegate to the United Nations: of a heart attack: in Takarta. One of the most influential figures in the Islamic world, Elder Statesman Salim was for more than two decades a leader in Indonesia's struggle for independence from the Dutch.

Died, Field Marshal Paul Ludwig Ewald von Kleist. 73, German World War II tank commander, exponent and early practitioner of the blitzkrieg: of circulatory difficulties; in a Russian prison camp. Product of the Prussian military caste. Von Kleist contributed decisively to France's swift collapse by sending his Pancer divisions racing around the northern end of the Maginot Line. In 1945 he surrendered to two American soldiers (to avoid being captured "in the presence of common, retreating German soldiers"). was sentenced to 15 years as a war criminal by the Yugoslavs, who then turned him over to the Russians.

Died. Henri Matisse, 84, modern art's greatest colorist; of a heart attack; in



# What do you lean toward ... overseas?

Are you giving your export manager a chance to hold up his end of the business? Have you given him a chance to push your sales in world markets?

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(b) increase production (c) earn bigger profits

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TIME. NOVEMBER 15, 1954



# Thompson parts help 1928 airplane make 26 take-offs every day

NINE TIMES A DAY, this dependable old Ford tri-motor roars down the Port Clinton, Ohio, runway on regular flights to Put-in-Bay and other small Lake Erie Islands.



Today's speedy jet engines are equipped with many Thompson engineered and manufactured precision parts. Parts that are made to split-hair tolerances... that must often withstand white-hot temperatures... that must be completely dependable.

26 "take-offs" and 26 "landings" every day on the world's shortest scheduled airline.

For 26 years, this "Daddy of Commercial Airliners" has been leaving and arriving on schedule, just like its big, modern sisters on cross-country airlines. And like bigger, newer, faster planes, it depends on many Thompson parts to keep it flying.

Repairs? Sure there have been repairs. Plenty of them. Engines rebuilt, wings patched, landing gear repaired, new propeller blades installed. But, in all repairs, one thing has been of top importance—dependable parts.

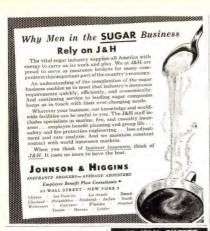
The aviation industry has learned to count on Thompson for dependable parts. From Jennys to Jets, from 60 mph to supersonic speeds, Thompson has grown with the industry. Today Thompson supplies

both civilian and military planes with a wide range of precision parts.

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DUSTRIAL AND ELECTRONIC PRODUCTS







# CINEMA

# The New Pictures

The Detective [Focest: Columbio]. The priest as the detective—symbolizing consecrated good against dedicated evil—appealed to G. K. Chesterton's keen sense of antithesis, and in the Father Brown stories he rammed the paradox, like an intellectual skeleton, through some other than the priest of the stories of the intellectual skeleton is removed, and the film fall; all of a sentimental heaps.

The script puts Father Brown (Alec Guinness) up to his usual trick of bringing a criminal not to the judicial bar but to the communion rail. His prospective proselyte: a famous international crook called Flambeau (Peter Finch). The cunning old



ALEC GUINNESS (AS FATHER BROWN)
The devil baits the hook.

fisher of men lets the devil bait the hook—with a pretty widow (Joan Greenwood). Widows, as somehody in the picture remarks, are irresistible because "if you are better than the first [husband], they are grateful, and if you are worse, they are not surprised."

For the first five minutes Actor Guinness has a splendid whack at Chesterton's old dear; egg on the cassock, shy peer over specks askew, sedentary hobble, shy little grin. But in the long run, it becomes spirifully clear that while Comedian Guinness can do no wrong as a sanctimonious rogue. (The Lavender Hill Mob. The Caption's Paradise), it is just about impossible to do right by a roguish saint.

Phffff! (Columbia) is the sound made by an expiring match—the kind that gutters out in gossip columns. "Don't say it," runs the sales slogan for the picture, "see it!" The advice is sensible.

ee it!" The advice is sensible.

Judy Holliday is a Connecticut-style



DON'T BE

SAY ...





FOR THE ORIGINAL GENTLENESS AND FLAVOUR THAT MADE SCOTCH FAMOUS

Blondie, Jack Lemmon her disinterested Dagwood, and everything goes phiff(t) one night because of the leer that crawls over Jack's face as he wallows through a whodunit, where it describes how "she began, one button at a time, to undo the front of her sweater . . ." Judy flounces off to get a divorce; Jack takes up bachelor quarters with a friend / Jack Carsson).

Carson gets Lemmon a date with something "basic" (Kim Novak), who gives him that little-girl look, confides that she almost went to college and majored in music—"I was a drum majorette."

Meanwhile, Judy has an experience with sher up to his "an teem" apartment. Jack enters a painting class. sprouts a moustache and buys a lima bean-shaped sportscar. So it goes, and very merrily indeed, until separate existence is just too much



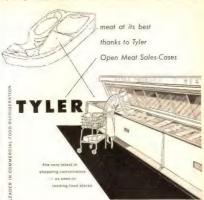
JUDY HOLLIDAY & JACK LEMMON Two on an expiring match.

to wrestle with, and Judy and Jack get a firm new wedlock on each other. All three principals—Holliday Lem-

mon and Carson—have spent so much of their acting careers in the stratificacket of formula farce that they wear it like high-fashion undies. Carson is a very slick comedian: his expression, as he muses on the possibilities of a round bed, could hardly have been improved on by W. C. Fleids, Holliday and Lemmon, after only two pictures together, must be acknown in show business. A nice bit: Holliday, slopping together an amateur Martini for Carson, says amixouly. "I probably bruised the fin." Carson looks, "Not a mark on it," he says heartly!

Crest of the Wave [M-G-M]. Dancer Gene Kelly makes millions for his studio with his musicals. and when he chooses to give his feet a rest, his histrionic head makes pretty good sense too. In 1950 he threw all his sane, straight

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TIME, NOVEMBER 15, 1954



# New dimension for America's family album

IN MANY HOMES, the old-time snapshot album has been replaced by a film library of three-dimensional, natural-color slides taken with Stereo Reglist cameras.

In many businesses, too, Realist pictures have gone to work as effective visual sales-aids. The Realist is a development of David White Company, Milwaukee, Wisconsin—manufacturers of precision optical instruments since 1904.

To help assure smooth business operation, David White Company depends on U. S. F. & G. for a variety of essential bonding and insurance coverages.

Whether you produce cameras or use them in your home or business, no matter what you do or where you are, there are U. S. F. & G. coverages to meet your individual needs.



Over ten thousand agents . . . there's one in your community.

Consult him as you would your doctor or lawyer.



CASUALTY-FIRE INSURANCE FIDELITY-SURETY

United States Fidelity & Guaranty Company, Baltimore 3, Md. Fidelity Insurance Company of Canada, Toronto self into a sane, straight part, was one of the big things that made Black Rand one of the best "little pictures" of the year. In Crest of the Wave he has done it

and on a play by Hush Hastineo. Crest tells the plain tate of a minor scientific project set up by the British may. A dosen officers and men. including three from the U.S. Navy, are sent to a rocky outcrop off the British coast with orders to develop a torpedo that will carry a new and highly sensitive explosive. As the camera grinds away at men and force the long, quiet pain of existing beneath a higher purpose. The work consoles what the isolation riks in the characters, but between the two, they swing in the nervous, short moods of men without

Throughout most of the picture, the upper lip is held so stiff that one often wishes the characterization behind it had more teeth. But it is a good, workmanlike film, nevertheless, and Actor Kelly attains that rare thing in Hollywood movies about Americans in England: he indicates his Americanism without lapsing into an in-ame grin.

# CURRENT & CHOICE

Carmen Jones. Red-hot and black Carmen, with Dorothy Dandridge putting the torch to Bizet's babe, and Pearl Bailey hoarsing around in the wide-screen wings (TIME, Nov. 1).

A Stor Is Born, Judy Garland makes a stunning comeback in a musical version of 1937's Academy Award winner: with James Mason, Jack Carson (Time, Oct.

High and Dry, Some tight-fisted Scotsmen (Alex Mackenzie, Tommy Kearins) squeeze the American Dollar (Paul Douglas) until the eagle screams and the audience howls (Time, Sept. 13).

Subring. The boss's sons (Humphrey Bogart, William Holden) and the chauffeur's daughter (Audrey Hepburn) are at it again, but thanks to Director Billy Wilder not all the bloom is off this faded comic ruse (TIME, Sept. 13).

The Little Kidnappers. Youth and crabbed age try to live together on a Nova Scotia farm: a radiant fable about childhood (TIME, Sept. 6).

The Vanishing Prairie. Walt Disney's cameramen catch some intimate glimpses (including the birth of a baby buffalo) of what animal life was like when the West was really wild (TIME, Aug. 23).

On the Waterfront. Elia Kazan's bigshouldered melodrama of dockside corruption; with Marlon Brando. Eva Marie Saint, Lee J. Cobb (Time, Aug. 9).

Rear Window, Hot and cold flashes of kissing and killing, as Alfred Hitchcock lets Jimmy Stewart, Grace Kelly and the customer get the eavesdrop on a murderer (Time, Aug. 2).

Seven Brides for Seven Brothers, Plutarch's story of The Rape of the Sabine Women, updated to make the best cinemusical since An American in Paris (TIME, July 12).

# For the Record

Harry A. Bullis, Chairman of the Board, General Mills, Inc.

To obtain incréased efficiency, General Mills, like many other great corporations, has installed Bruning Copyflex in both plant and office. These Copyflex copying machines help speed paper work and prevent errors.

In recent years thousands of industrial and business concerns all over the country have found that efficiency in production and merchandising cannot be obtained without corresponding efficiency in the handling of paper work.

In any business or plant operation where multiple copies of a record are required, Bruning Copyflex will save manhours and eliminate errors. It applies to office procedures and plant management the accepted principle of replacing expensive— and possibly inefficient—hand labor with a machine.





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# From an Article by Harry A. Bullis

Chairman of the Board General Mills, Inc. Minneapolis, Minn.

Anyone who has lived for the past half century has witnessed more material progress than has ever before been packed into a lifetime.

Fifty years ago few people believed the "horseless carriage" would be anything but a novelty; the sirplane was still a dream; music and entertainment in our own home by radio and television had not even been thought of; there was no atom bomb. Our diet was mostly plain meat and potatoes, bread and butter. milk and eggs, with vegetables in season. There were no frozen foods or super markets to encourage the shopper. Nor did the housewife have automatic washers and dryers, or electric mixers to beat up the cake ingredients which now come already mixed in a package.

With our modern gadgets we have made life better in the home, on the farm, in our factories and in our offices. The application of more and more power to almost every operation has multiplied the efforts of man so that he can accomplish nearly as much in an hour as he did in a day. That is the secret of material progress,

I recall my first office job when I was if lad in my teens. The bookkeeper sat on a high stool at a high desk and posted his ledgers with pen and ink. He had no adding machine to help him add his columns of figures. The only machine in the office was a typewriter.

Today in the General Mills office nearly everyone except the supervisors and executives work at some kind of machine. Competition has made it necessary to eliminate alow hand methods in favor of speedy mechanical equipment which can record and classify data, wholes information and classify data, wholes information is available quickly that information is available quickly to the executives who need it to the executives who need it to the plans are working out and to help them plan for the future.

In the highly competitive food business we try to make propress each year as the result of our research. We depend on our own research to give us new products and to improve our old ones. In the office and factory we try to take advantage of the research made by others who can tell us how to do with specialized job easiert and best, which we have the proclinical job easiert and best, which we have the proclinical food of the factory and force will be alread of our needs,

# BOOKS

# O'Casey at the Bat

Sunset and Even ... STAR (339 pp.)— Sean O'Casey—Macmillan (\$4.75).

Sean O'Casey is a literary salmon who splashed out of a Dublin slum, leaped the rapids of poverty, and has never stopped swimming studionary upstream to spawn his silvery prose. Sunest und Evening, Siar is the sixth and final volume of his lively, the state of the state of the state of the bernis, merry and garrnlous guisto. Ite 24, earn-old O'Casey evokes the great shadeof Irish letters—Veats. Shaw, Joyce without fully clinching his eventual right

him. When he saw . . . that the world wouldn't die with him. he turned the world's people into beasts. [i.e., in Animal Farm! . . Since that didn't satisfy his yearning eoo. he prophetically destroyed world and people in Nineteen hundred and eighty-four; this I Doomsday Book."

Graham Greeney: "With [him] life is a precious, perpetual, sout-sodden whine."
T. S. Elloy: "When this poet traverses "Streets that follow like a tedious argument and "Watched the smoke that rises from the pipes of lonely men in shirt-sleeves leaning out of windows, be never stirs his sympathetic, supercifious mouth

ithout fully clinching his eventual right to call out even once. What cheer, me

THE O'CASEY'S AT HOME?
He rejoyces in puntificating.

to join them. But "bad or good, right or wrong, O'Casey's always himself," probably the world's greatest living playwright, and "a darlin' man" to read.

O'Casey proudly calls himself a Communist and has a soil spot in his head for the Soviet Union ("The inexhaustihle energy, the irresistible enhusiasm of their energy, the irresistible enhusiasm of their case of the community of

G. K. CHESTERTON: "The hopatong cassidy of the roman catholic church." GEORGE ORWELL: "Had quite a lot of feeling for himself; so much, that, dying, he wanted the living world to die with buddies . . .' Eliot seems to rasp at life itself. looking at men as living only in so far as they have not yet been buried. Ver with all his well-fifed madrigals of death and desolation. Eliot longs after life."

IRELAND AND ITS WRITERS; "A country where so many were never a fraid to do is now a country where so many are afraid to live. The clerical shareholders are listening. The writers of Ireland must get instinctively to know just what not to say . . Ireland's a decaying ark ... windows holted, doors shut tight, afraid of the falling rain of the world's knoukt."

To one of his rare heroes. O'Casey can also bring himself to toss a rhetorical posy: "Oh. Shaw, there is not your equal

# Sons Breon, and Niall, wife Eileen, daughter

now! When shall we see your like again!" A roguish wordmonger, O'Casev peppers each page with Joycean puns and wordplays, e.e., Tea Deum, imaginot line, the rust was silence. Ever the dramatist salute to old age and a last toast to life: "The sun has gone, dragging her gold and green garlands down . . . Soon it will be man now, who, in the nature of things, might be called out of the house any minute. Little left now but a minute to take a drink at the door . . . Here, with whitened hair, desires failing, strength ebbing out of him . . . and with only the serenity and the calm warning of the evening star left to him, he drank to Life, to all it had been, to what it was, to what it would be. Hurrah!'

# Dance Around an Egghead

THE MAN WITHOUT QUALITIES, VOL. 11 [454 pp.]—Robert Musil—Coward-Mc-Cann (\$5).

To modern Europe's greatest novelists, including Proust. Mann and Joyce. European culture is a dying patient at whose bedside they have arrived too late. Societies in rigor mortis also fascinated Robert Musil, a little-known Austrian ex-army officer, who began dissecting the Austro-Hungarian Empire in 1922 in a novel called The Man Without Qualities, and kept at it until he died 20 years and 2,000 pages later. U.S. publishers of the book are releasing one-fifth of it at a time (the first installment appeared last year-TIME, June 8. 1953). It is a fascinating book, but rather special, and perhaps best taken in small doses.

The muck hero of The Men Without Qualifier is a thirtyshi intellectual named Ulrich, an eighted so tired that he is little more than a spiritual shell. Echoing his nihilism is a chorus of carnest buffoons; a repression miliniarie who yearns to be an ethical superman, a general who is a kind of military Mortimer J. Adler and wants to classify all the world's great sides, a contrart broomstick. Author Musil perches then all on the lip of a volcano—the years 1913 and early 1914, just before the outherske of World War I.

The plot concerns a so-called "Collateral Campaign" to celebrate the Austro-Hungarian Emperor's 70th jubilee. The campaign grinds along like a slow bus to nowhere. Committees beget committees. pressure groups stall each other in what one critic described as the dance of rainmakers who have lost their magic. The ruling class sketched by Author Musil has lost not only its magic, but its faith in God its fear of the Devil and its confidence in itself. It has opinions but no convictions, techniques but no principles, ideals but no beliefs. In short, its troubles may be more timely than at first appears. Author Musil can be dreary, but at his best his aphorisms are bright, brittle icicles, Samples: Wevery age in which everything was

izvery age in which ever

# Even More Listening Pleasure as You Drive



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FOR years manufacturers of automobile radios have sought low-cost, practical ways to increase your listening pleasure by eliminating annoying mechanical hum from their sets.

In 1955 models the noise problem is solved . . . as the result of a brand new development\* from Mallory.

Twenty-five years ago Mallory helped make automobile radios a practical reality by producing the first commercial vibrator—a precision device which transforms low-voltage storage battery current to the high voltages needed to bring in the programs you want.

Over the years Mallory has pioneered many vibrator improvements. And now Mallory has found a solution to the problem of mechanical noise resulting from oscillation of vibrator reeds at more than 12,000 times a minute. And the job was done *without* increasing set costs.

This new Mallory precision product has been tested and acclaimed by all leading makers of automobile radios. They use more Mallory-made vibrators than all other makes combined.

The type of skilled research and precision production that solved this vibrator problem is available at Mallory in three of today's most important industrial fields—electronics... electrochemistry..., and specialized metallurgy. Why not find out just how Mallory components can work for you?

Pat. Applied For





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# Solves the TOUGHEST PROBLEMS!

.. like standing up under such gruelling con cooling towers or wind tunnels. Hardwood Plywood is fatigue-free; rigid yet resilient. What's your problem? Want strength, stability, resilience, good acoustic and thermal insulat-ing qualities? Want the absolute dimensional HPI Hardwood Plywood has solved many such knotty problems—economically,



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It's beautiful . . . beautiful in this vibrationfree, quiet air conditioner. It assures lasting beauty in furniture, in home construction and decorating. The infinite variety of lovely grain and color has given added sales appeal, added



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HPI Hardwood Plywood is manufactured in America under control program covering log selection, cutting, drying, band ing and grading.

Whatever your product-or problem, write for free this 20 page guide to selection and use, "A Treasury of Hardwood Plywood."

HARDWOOD PLYWOOD INSTITUTE

permissible had made those living in it

I "One can actually say in advance that the progress that is really made will always be precisely what nobody wanted. "[The] whole era . . . had newly de-

veloped a strong religious tendency, not as the result of any religious destiny, but irritable rebellion against money, knowledge and calculation, to all of which it passionately succumbed."

I "Truth is not a crystal one can put in one's pocket, but an infinite fluid into which one falls headlong."

I "Writing, like the pearl, is a disease," Author Musil clearly suffered from the disease of writing. Fortunately, he also had the medicine of thought.

# Memories of the Luftwaffe

THE FIRST AND THE LAST: THE RISE & FALL OF THE GERMAN FIGHTER FORCES. 1938-1945 (368 pp.)—Adolf Galland— Holf (\$4,95).

War memoirs fall generally into two classes-front-line yarns and headquarters stories. This book, written by one of those fast-rising, baby air generals people joked about in World War II. combines in one man's memours both the passion of combat and the perspective of command. Germany's Adolf Galland was made general of the Luftwaffe's fighter arm at 29, after shooting down 94 Allied planes on the Western front, Some of his air-hattle stories read almost as fast as the Messerschmitts he flew, and his staffbattle accounts give the clearest picture yet of how the Germans lost their war in the air.

"Free chase over southeast England." read the Luftwaffe's daily briefing order after France fell in 1940. Three times daily the German fighters scrambled after the British Hurricanes. Says Galland: "We simply went straight for them, with wide-open throttle and eyes bulging out

House Without a Roof, Galland guesses that the Nazi higher-ups, lacking both stomach and plans for invasion, fatuously hoped that the airmen's bold onslaughts would cow the British into seeking peace. But when they didn't, the mighty Luftwaffe, terror of Warsaw and Rotterdam. was shown up as too weak for decisive range and Stukas too short on speed and bomb load to destroy Britain's plane factories. The irony of the matter, says Galland, was that the Allies, not Germany, produce great masses of four-engine bombers and long-range fighters. Called to command in Berlin. Göring's young adviser saw the Luftwaffe outnumbered. out-gunned and out-performed as Hitler's war spread in all directions. As soon as the Americans introduced long-range fighters to escort their bombers. Galland warned Göring that Germany would be "a house without a roof."

After the great fire raids on Hamburg 600 South Michigan Avenue . Chicago 5, Illinois in 1943, even Göring declared that "the



GENERAL GALLAND A Mustang trumped a pack of aces.

Luftwaffe must now change over to de fense against the West." Two month earlier Galland had visited Augsburg an flown the revolutionary new ME 262 je fighter. He flashed word to Göring that the new plane, with its 500 m.p.h. speed could end air attacks on the Germa heartland. Hitler, in what many Wester airmen would now call one of the critica decisions of World War II, refused t permit emergency development of th plane because "the Luftwaffe had disar pointed him too often in the past wit promises" of new developments. Late piling blunder on blunder. Hitler ordere the new fighter rigged as a "blitz homber against the expected Western invasion Technically incapable of the task, it neve dropped a bomb on the Normandy beach

Brasshat Without Brass. In 1944 th fading Göring relieved his fighter chief elite ME 262 outfit known, because of th pack of aces he collected for it, as th Squadron of Experts." The big pictur thereupon dissolved to the gun-sight view With the oldtime exhilaration, ex-Brassha Galland blew up two U.S. Marauders Then "a hail of fire enveloped me. Mustang had caught me napping. A shar rap hit my right knee. The instrumen panel . . . was shattered. The right engin was also hit. Its metal covering worke loose . . , and was partly carried away Now the left engine was hit too. I could hardly hold her in the air."

Galland landed, and wound up in Munich hospital. Having begun the wa as a flight lieutenant and squadron com mander, he was mustered out a lieutenan general and squadron commander. Werne Mölders with his 100 kills, Hans Joachin Marseille with his 158, Walther Novotny with his 250, had fallen but he had survived, the first and the last. Now com pleting a five-year contract as adviser to





# How a Special Armco Steel

# doubles muffler life

Now you can buy a new kind of exhaust muffler that really takes it. Made of Armco ALUMINIZED STEEL, it lasts at least twice as long as mufflers made of ordinary steel.

In a series of road tests, auto mufflers with ALU-MINIZED STEEL shells averaged more than 74,000 miles . . . while mufflers made of ordinary steels rusted out after an average of 31,400 miles.



The mileage on this ALUMINIZED STEEL truck muffler was 90.856 who the picture was taken. Most of these special mufflers in diesel truck and tractor service last for 135,000 miles, with many going past the 175,000-mile mark.

Armco ALUMINIZED is made by coating steel on both sides with molten aluminum. Together, these two metals fight a combination of heat and corrosion in mufflers and other "hot" products.

ALUMINIZED is one of many special steels made by Armco. Manufacturers of many kinds of products use these special steels to give you extra value. So it pays to look for the Armco triangle trademark.

Ordinary Steel Mufflers 126 mufflers in test

3.2%

38.9%

led between 12 and 24 n 42.1%

Armoo Aluminized Steel Mufflers 119 mufflers in test prior to January 1952

1.7%

2 failed within 12 months 4.2%

5 failed between 12 and 24 months 5.9% 7 failures in 24 months

Comparative service life of automobile mufflers, based on a road service test. Only 57.9% of the ordinary steel mufflers were in service after 24 months while 94.1% of the ALUMINIZED mufflers were still in good condition after the same period.

# ARMCO STEEL CORPORATION

MIDDLETOWN, OHIO



SHEFFIELD STEEL . ARMCO DRAINAGE & METAL PRODUCTS, INC. . THE ARMCO INTERNATIONAL CORPORATION



American VAN LINES IN

**Plumbing fixtures** for every home, commercial and institutional use

# For your displays ... in NORTH AMERICAN PADDED VANS!

North American has the only departmentalized display moving service! Nation-wide dispatching network assures reliable pick-up and delivery, door-to-door. Save time and worry by sending your displays the modern NAVL way!

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Serving the Moving Needs of a Continent

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Smith-Corona Eighty-**CARBON-RIBBON Typewriter** 

HERE is the perfect low-cost answer outstanding executive typing that will make a brand new, friendly and crisp, fresh impression over your signature. Each type letter prints through a new ink-area of the Carbon-Ribbon, Interchange easily with fabric ribbonl CALL ANY SMITH-CORONA FULL-LINE DEALER OR BRANCH OFFICE (See your Classified Telephone Overtory

Smith-Corona Inc Syrocuse 1 NY Other factories

Perón's Air Ministry in Buenos Aires, General Galland, at 42, has been suggested by friends as being just the man to help put the new West German air force into service. But Bonn says it has no use for Galland, an enthusiastic Nazi in his day.

# Three out of Africa

If most U.S. readers still think of Africa as the Dark Continent, it is not for lack of light thrown by books. Three new volumes prove again that Africa holds the raw materials of great literaturefor any first-rate writer who will undertake to mold them.

Camara Laye is a young Negro from French Guinea, now studying in Paris, who has written a brief, effective autobiography, THE DARK CHILD (188 pp.: Noonday Press; \$2.75). It has an aura of primitive charm that is fully matched by



AUTHOR LAVE Mother could charm a crocodile.

its simple dignity. Laye came from Kouroussa, a town in the interior, where his father was a famous goldsmith. The town was near the railroad and had a hospital and schools, but its inhabitants believed in spirits and magic spells, although they were Moslems. Lave is firmly convinced that his mother had magic powers, tells how even the witch doctors feared her and the crocodiles refused to attack her. When he left home to go to school, she gave him a magic brain potion to sip before he began to study. It consisted of honey mixed with the water used to wash Koran texts from prayer boards. The stuff must have worked because Laye wound up first in his class. His childhood memoir is eloquent proof that even gifted young Africans have not yet cut the umbilical cord binding them to traditions that were old when Stanley presumed he had met

J. A. Hunter is a white man whose love of Africa is different from Camara Laye's, but probably no less intense. He came

# OLD CROW ALMANAC

SUNSHINE GALORE ... JACK FROST AT THE DOOR

# Senator Henry Clay's Punch Recipe 108 For Congenial Gatherings

WHAT HENRY CLAY didn't know about politicking you could put on he tail of a coonskin cap. He knew well how to win folks over to his camp and he won them over best when they could partake of some of his famous Kentucky hospitality. This included a special nch he conjured up elf, which went as follows

Fun is the neares wise men who have lived have used it freely for seasoning. -Jose Burrisos



# Daniel Webster Said It First

OLD DANIEL WEBSTER thought quicker and spoke up louder and clearer an most of the other talking men of his day, so he got to be the first one to say a lot of famous things. For in-stance, he was first to say: "Liberty and Union, now and forever, one and insep-arable." He also was the first famous American to call Iames Crow's bourbon "the finest in the world" and all the other prominent citizens who were thinking just that kicked themselves real hard for not saying it before Mr. Webster did

# A TOAST Here's to the three

great American hirds! May you always have one on your table, one in your pocket and one in your glass

# The Moon and Time for Good Whiskey-Making



Of course, if there was a spell of cloudy weather that hid the moon's first quarter, no whiskey got made that month. Which was probably a good thing, because most stillations in those days were fit to fill neither cup

nor watering trough. To all of this m made uncertainty, James Grow put an end in 1835 when he brought pure science to the art whiskey-making, and established Kentucky whiskey as the finest made.

Plough deep while sluggards sleep, and you shall have corn to sell and to keep. —Винумин Franklin



# A Confederate General's Letter

EN. JOHN HUNT MOR-GEN. JOHN HOR. southern gentleman, of war leader of Morgan's Raiders, once wrote a friend: Let me know how I can get some Old Crow whiskey to you. The return mail will carry you a demijohn . . (John Hunt Morgan to Dr. Henry Fox, Lexinston, Kv., 2 7ul. '58.)

90000009

Nana in

# MILDER LOWER-PRICED BOTTLING OF OLD CROW

SETS HISTORIC RECORD!

Introduction of lighter, 86 Proof bottling as a companion to the world-famous 100 Proof Bottled in Bond produces greatest demand in history for the finest Kentucky bourbon ever put into glass!

# NOW-TWO GREAT BOTTLINGS!

86 PROOF Kentucky Straight Bourbon Whiskey

100 PROOF Kentucky Straight Bourbon Whiskey

BOTTLED IN BOND

OLD CROW

B Will

# Time to Blanket the Petunia Red

OR, AVERAGE DATES WHEN FIRST KILLING FROST ARRIVES IN YOUR CITY

Concord, N. H., Oct. 3 Detroit, Mich., Oct. 15 Boston, Mass..., Oct. 26 Duluth, Minn.... Oct. 5 Omaha, Neb....Oct. 15 Harrisburg, Pa., Oct. 28 Macon, Ga..., Nov. 14 Denver, Col.... Oct. 10 Toledo, Ohio... Oct. 18 Evansville, Ind... Oct. 29 Portland, Ore... Nov. 21 Spokane, Wash. Oct. 13 Sante Fe, N.M. Oct. 19 Richmond, Va... Nov. 2 Del Rio, Tex... Nov. 27 Albany, N.Y....Oct. 15 Chicago, Ill .... Oct. 19 Raleigh, N.C., Nov. 5

THE OLD CROW DISTILLERY COMPANY, FRANKFORT, KY.



The later they work, the more you pay for maintenance

# New KENFLEX floors help lower maintenance costs

That's because new KenFlex Vinyl Tile is one of the easiest of modern floors to keep clean. Almost never needs scrubbing. Never needs waxing except to add extra gloss! You see, KenFlex is non-porous so soil stays on top and just a damp mop leaves it shining clean! Even greases, oils, acids, alkalis and alcohols can't harm or stain it.

Not only does KenFlex bring upkeep down, but quick tile by tile installation reduces original cost. Yes, KenFlex Vinyl Tile is actually priced far less than many floors that fade, pit, scratch and soon become costly to clean.

Get full details on KenFlex Vinyl Tile...and all the other fine Kentile, Inc. resilient tile floors...from the Kentile Flooring Contractor. He's listed under FLOORS in the Classified Phone Book.

KENFLEX

KENTILE - KENCORK - KENRUBBER - KENFLEX - KENFLOR Kentile, Inc., 58 2nd Avenue, Brooklyn 15, N. Y.

there as one of the earliest professional white hunters and his TALES OF THE Mannix; 308 pp.; Harper; \$4] is highly satisfying armchair-adventure stuff. Hunter's heroes are African pioneers. good example of the breed is Colonel Ewart Grogan, now 80 and living in Kenya, who started in 1898 to walk from the Cape of Good Hope to the Sudan to map out a railroad route dreamed of by Cecil Rhodes. He made it in a year after hardships that make climbing Everest seem like a lark. Driving off a party of cannibals. Grogan captured two of the women and a couple of children, all emaciated. Complained one of the ladies: "Things are very hard with us . . . in the last week, our men have only been

No professional Africa hand, but a good observing traveler, is Esther Warner. Her SEVEN DAYS TO LOMALAND [269 pp.: Houghton Mifflin; \$3,50] is the story of a seven-day like she made across. Liberia to witness the native trial-by-ordeal of a houseboy accused of thievery. Her account is charming and clear-eyed.

able to catch two people.

At one point, she suspected that the local native trader was running a backroom brothel in his shop: behind a curtain, "there was laughter and low moaning and exclamations of surprise and delight. As it turned out, the trader was simply charging admission for a look at U.S. magazines. The Atlantic Monthly "is not worth even one peanut with a worm inside." The New Yorker and Esquire were in some demand, "Sometimes a copy of TIME was acceptable and sometimes it was not. The one sure way to open the cornucopia of the back room was to produce an issue of LIFE." Explained the trader: "It costs one copper for anyone to stand there while the sand runs through the small hole in the bottom of my timekeeper gourd . . . I am the only man in this village who can read words, but anyone can read

# Babies, Scandal & Apples

HE WAS NOT MY SON, by Madeleine Jove [155 pp.: Rinehart; \$3], runs a topical race with recent headlines about the two London mothers who were handed the wrong babies at feeding time. At first despite hospital tests they insisted that they had taken the right babies home to rear. Then, reluctantly, they agreed to switch, Swiss Housewife Madeleine Joye's predicament was even worse. She had no cause to suspect that one of the twins she bore on July 4, 1941 was not her son. True, Philippe grew up skinny and Paul plump: they were "as different as a cock from a rabbit." When the boys were six, Mrs. Joye met little Ernstli, a frail youngster who looked so much like Philippe that she began to wonder. She questioned Ernstli's mother, learned that he had been born at the same hospital, on the same day, at roughly the same time as Paul and Philippe. Scientific tests eventually showed that Ernstli was Philippe's identical twin and that Paul, switched at birth by mistake was the son of the woman who had



# What happens when businessmen are too rushed?

You know the obvious things, of course. The piled-up desk, the decisions hanging fire, the appointments cancelled, the people you can't see. It's a picture that's all too familiar in most business offices. But the really serious part of it is the way an important matter can get lost in the shuffle, A matter, for example, that could mean the end of your business,

If you're perpetually rushed, the chances are you never really have time to check and see whether your accounts receivable and other business records are kept in a really trustworthy safe, or a potential "incinerator." There are thousands of "unsafe" safes in use, today. They don't bear the Underwriters' Laboratories, Inc. label. If a fire ever starts, they cremate records. Leave

And what makes it worse is that you can't count on a fireproof building to prevent such a tragedy. These buildings just wall-in fires. Make them hotter,

And even though you can normally count on fire insurance to cover your losses, it probably would not cover them fully, if you lost your records. There's a clause which says: "proof-of-loss must be rendered within 60 days," Could wa "render" it without records?

Don't let "being rushed" keep you from protecting yourself! You could lose everything! Out of every 100 firms that lose their records in a fire-43 never reopen. And many of the rest struggle for years to recover. Check your safe, today. Get a free Mosler FIRE "DANGERater" to determine your exact risk. Then get the protection it calls for. But trust nothing but the best. Mosler is recognized as the leader in protection, styling, value. Check classified telephone directory for the Mosler dealer in your city. See his complete line of Mosler Record Safes. Or mail the coupon for free "DANGERater," now!



## FREE! TELLS YOUR RISK!

The FIRE "DANGERater" dials in 30 seconds the answer which may save your business from ruin. Easy to use, Accurate. Authentic. Based on experience with thousands of about your business. Mail coupon for your "DANGERater," now, No obligation.

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Please would me (check one or both):

D Lies Moder FIRE "DANGERate," El Catalog, showing the new series of Mosler Record Safes

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d. Zest Stad

"5 O'CLOCK WASHOUT!



Much of the way you feel at the end of the day depends on how you are seated. With deep, molded foam rubber cushions in seat, back and arms, the 66 encourages good posture and helps you fight fatigue all day long. Five adjustments fit the 66 exactly to you . . , you get superb, not just average, comfort.

What's more, the 66 is the kind of chair you're proud to have seen in your offices. It has clean design, fine upholsteries and flawless weldedsteel construction.

Write for informative booklet, "Posture Seating Makes Sense." We'll include the name of your nearest Harter dealer. HARTER CORP., 1103 Prairie, Sturgis, Mich.

HARTER STURES STURES

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First to Break \$100!

Ideal second TV set for your home. See your nearest Olympic dealer for Miracle Value TV, or write—

Olympic Radio & Television, Inc.
Olympic Building
Long Island City 1, New York

There's no time like the present to be reading

raised Ernstll. Wrote Mrs. Joye in better diapy: "I can't weep any more, and my hair would be snow-white if I didn't dye." She dreaded giving up Paul, but she could not resist claiming Ernstll. After the boys were switched back to their real mothers. Ernstll wept for days, but soon stopped addressing Mrs. Joye as "Madame and starred calline her "Maman. become to give my more than the start of the start of

MAMMY PLEASANT'S PARTNER, by Helen Holdredge (300 pp.; Putnam: \$4.50), a follow-up on last year's intriguing Mammy Pleasant, tells what happened in brash crime-infested 10th century San Francisco when an unprincipled Scotsman, fleeing a murky past, teamed up with a ruthless quadroon beauty, in pursuit of a glittering future. Mammy was born a Georgia slave. She had a wasp waist and an eagle eye. and when she bared her claws neither slow prev nor a fast buck had a chance of getting away. Among other things. Mammy was a madame who lavishly entertained in her elegant house (it cost \$10 tor a caller even to be considered for admission). Mammy's partner in many financial ventures was the fabulous Thomas Frederick Bell, who arrived in the West penniless and rose to the throne of Quicksilver King. In the end, when Mammy and Bell quarreled, she pushed him over a staircase railing to his death the murder was never proved against Mammy before she died in 1904 at the age of 87). Author Holdredge's solidly researched story suffers from arid stretches, but there is nothing arid about beautiful Mammy Pleasant or the life she led her partner.

JOHNNY APPLESEED: MAN AND MYTH, by Robert Price (320 pp.: Indiana University \$5). Helped along by poets, folklorists, chambers of commerce and generations of Midwestern grannies, the legend of Johnny Appleseed has lengthened until lots of American kids are as sure as God made little apples that Johnny planted every orchard in the land. In this unassumingly authoritative book. Author Price, who lives in Ohio's Appleseed country, good-humoredly sorts out reluctant fact from ready fancy. Lugging a knapsack with apple seeds into the wilderness about 1800. Massachusetts-born John Chapman for the next 45 years planted his nurseries in inviting places on the Ohio and Indiana frontiers. A dedicated Swedenborgian, he peddled his seedlings and otherworldly chatter among the settlers, wearing rags, walking barefoot even on ice, sleeping on hearths or in hollow logs, and sharing what little he had with white folks. Indians and the birds of the air. Before he died at 70, near Ft. Wayne, Ind., his fame was already spreading beyond the banks of the Maumee and the Mohican where, says Vachel Lindsay,

He ran with the rabbit and slept with the stream, And so for us he made great medicine . . .



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Dietzen DIEECTO process mobes direct postives printe with blacker lims on whiter poper. Research chemistry perfected this amozing semidry process to give you prints in seconds. No negotive, Frist, from your translucent original. No washing. No lengthy drying. Results olways uniform. Personant. World Tode, smodge or smoot. Regible even when all-trained and gramy. Where good prints are worlde with big econony, try DIEECTO. Send for samples on your company lettless.

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# PRECIOUS TO EAT

Few people have ever seen the grapes from which premium wines are made, for these grapes are rare, shybearing varieties. They cost so much to grow and an acre of vines bears so few grapes that they are literally too precious to eat.

One of these rare grapes is the Semillon. It is tinier than your little finger tip, very sweet, very rich, and grows in clusters no bigger than your hand. To be called truly great, a Sauterne must be made at least in part from Semillon grapes.

Cresta Blanca is fortunate in possessing many acres of Semillon grapes, and other varieties equally rare and distinguished. In the gravelly "jealous" soil of our Livermore Valley Vineyards, these precious grapes attain perfection rivalled in few other places on earth. Here Cresta Blanca's skilled vintners create premium California wines which have consistently won high honors in International and California wine judgings for nearly three quarters of a century.\(\)



# CRESTA BLANCA

America's Premium Wines

CRESTA BLANCA WINS 43 AWARDS IN 1954 CALIFORNIA WINE JUDGINGS

\* indicates bigbest award given in its class

# CALIFORNIA STATE FAIR

## GOLD MEDAL \*Chateau Sauterne

· Pinot Chardonnay

# SILVER MEDAL

\* Riesling \* Sparkling Burgundy

Claret Burgundy

Vin Rose \*Sauvignon Blanc (Sweet) \*Champagne (Sweet)

### BRONZE MEDAL

· Champagne Pinot Noir Sauterne Chablis

### HONORABLE MENTION

\*Sauvignon Vert \* Folle Blanche Dry Semillon Muscarel

# LOS ANGELES COUNTY FAIR

### GOLD MEDAL

\*Dry Semillon

°Claret

SILVER MEDAL

# Sauterne

Champagne Sparkling Burgundy

Sylvaner

Sweet Vermouth \*Sauvignon Blanc (Sweet)

\*Sauvignon Vert

# \* Folle Blanche

### BRONZE MEDAL Cabernet

Champagne (Sweet) Pink Champagne

Muscatel

Pinot Blanc

Pinot Chardonnay Riesling

Haut Sauterne

Chateau Sauterne Sauvignon Blanc

### HONORABLE MENTION

Sweet Semillon

Visitors welcome at CRESTA BLANCA WINE COMPANY . LIVERMORE, CALIFORNIA

# THE FIRST 12 WEEKS

"I never realized that there could be a gap in our lives-until we began reading SPORTS ILLUSTRATED."

In 12 eventful weeks. SI has started prize fights and settled ancient debates; it has provided spectacular department store dispays and colorful TV and radio program fare. It has sold, for its advertisers, 2 out of 3 of the following products ships, shoes, sealing wax; also sports cars, luggage, cameram, men's and women's appeal. It has been cut up by kids, bound in leather by executives, welcomed by mothers.

In its 3-month life, SPORTS ILLUS-TRATED's 851 pages of editorial (178 of them in full-color) and 190 pages of advertising have opened a weekly window of magazine pleasure for more than 500,000 reader-families.

# SPORTS ILLUSTRATED'S WORLD

SPORTS ILLUSTRATED's business is pleasure. Here's where it has taken you in the three short months of its pleasant life: you started with the greatest race ever run between two humans. You wandered leisurely back through the golden history of great sports events.



Color cameras took you into the ring with Rocky Marciano, into the batter's box against Robin Roberts. You went to Saratoga for the sale of yearlings, rode a speedboat with the fastest man afloat. You had an expert's eye view of the U. S. Amateur, sound the World Series, played golf at the Greenbriar, hiked in the Himalayas, and swam in the cool world underseas.

You've fished in the great Northwest, sailed to Bermuda, watched the duckssweep down from the North—and maybe you've discovered, with SI's editors, that sport is a world without limit.

And the fun has only just begun.

"You have aroused my interest in other sports that I hardly read about previously."

### The Writers

Each weekSPORTSILLUSTRATED has brought between the overso fas nigle magazine the finest writing that exists on sports. Ocustanding authorities provide a regular battery of sports columns never before found in a single publication; Red Smith, Herman Hickman, John Bentley, Victor Kalman, Teo Nerelly, Billy Talbert, Herb Wind bring to SPORTS ILLUSTRATED their appreciative, sometimes way, always penetrating insights into the sports they have spent their lives enjoying.

Famous writers have turned their brilliant talents to the world of sports: John Steinbeck, James T. Farrell, Jerome Weidman, Cornelia Otis Skinner. And Paul Gallico has returned to sports—via SPORTS ILLUSTRATED.

"Never has it been such a pleasure to make
out a check. SPORTS ILLUSTRATED is
suberb, and is interesting in every reshect."

# Circulation and Success

SI is priced high for a weekly, but not too high for those who appreciate the uniqueness of a national sports magazine. Its newstand price is 25 cents. Its regular subscription price is 57:50. (Its 65:00 charter-subscriber offer was also the highest in magazine history). Yet high price or not, the world of SPORTS ILLUSTRATED seems to be a hard world to residently.

Subscriptions exceeded 250,000 before the magazine even had a name. 350,000 subscriptions had been received by August 16, the first issue. Newsstand sale was immediate and fast. Every issue since the first has been well over 500,000 copies.

Charter subscribers were given the option of paying their bills at the Charter rate, \$6.00, or getting three months' additional copies for \$7.50. More than 50% of the first 100,000 checks received were for \$7.50.



Subscription insert cards appeared in the first two issues, for the convenience of families who had been away during the sumer, and for newsstand buyers. More than 60,000 of these have come in to date.

"Since the days of the American frontier, sports have been the keynote of our way of life. Today, Americans have more time and income to indulge their love of sports. Translate this into dollars, and you come upwith a multibilition dollar business..."4

# Advertising Results

SPORTSILLUSTRATED makes no claim that its impact alone has made business such a pleasure for its advertisers. But there does seem to be something about this wonderful world of sports that makes spending enjoyable. A few examples:



A handful of dealers we checked reported more than \$300,000 worth of orders for the Ford Thunderbird (the new car first presented to the public in the first issue of SPORTS ILLUSTRATED).

One 71-line ad produced \$5000 worth of business for a golf club maker in less than 3 weeks.

A single announcement ad sold two \$6,000 sports cars in the first two days after it appeared.

A motion picture camera manufacturer said "The way dealers snapped up our products when we told them they were going to be advertised in SI, our campaign is already a success."

And many others: Cunard Lines' travel—L. L. Bean's famous sporting goods catalogue—Krox's new line of hats. Brooks Bros. clothing—Pedwin shoes—and many other advertisers report specific success from their advertising in SI.

### 100 New Advertisers

While still a gleam in Time Inc's eye, SPORTS ILLUSTRATED started in business with 201 accounts and \$1,300,000 in advertising orders. Since publication, more than 100 fine new accounts (who waited until they saw the magazine itself) have placed their orders. And 1955 plans show that the pace of new business for SI is rapidly increasing.

"It brought us more action in our young sportswear department than we've had in



two years."5

# Shopping for Pleasure

The nation's department stores, who have long used sports as an up-beat merchandising theme, welcomed SPORTS ILLUS-TRATED like Rock Hill, S. C., welcomed Dusty Rhodes. More than 300 of them gave SPORTS ILLUSTRATED the most enthusiastic reception ever given a new magazine.

And the welcome mat is still out: since publication, stores in 311 cities have continued to use SPORTS ILLUSTRATED as a major selling medium. Somehow, something happens to sports themes that makes them make sales sense in SPORTS ILLUS-TRATED-even unlikely subjects, such as poodles and ball players, football helmets and ducks and cowboys . . . as well as the new fabrics and the outdoor fashions.

"We are enthusiastic about your wonderful magazine.SPORTS ILLUSTRATED. We believe it fills a definite need in a most interesting and entertaining way."

"Sports are for women as well as men, and I like the way you cover both."

"Sportswear is the fastest growing group of departments in every store. I know that we here at Halle's are grateful for anything that calls attention to the places and occasions on which shortswear is worn. SPORTS ILLUSTRATED does both beautifully."6



"Ezzard Charles came here to the University of Illinois to take a series of physical fitness tests under Professor Thomas K. Cureton. Charles read about Cureton's

filness tests in an article in SPORTS IL-LUSTRATED . . . Charles said he feels that he has about 3-4 more good years left in him and these tests may help him regain the heavyweight championship."7

### Influence

The International Boxing Commission picked up the two ideas that were suggested in the August 16th issue by SPORTS IL-LUSTRATED's boxing columnist Budd Schulberg (also well-known, we understand, in the field of literature and the cinema). Result: 49,600 people paid 600,000 pesos in Mexico City to see a good fight; and a second one, for the world's middleweight title, is now pending.

The Winged Foot Golf Club in Mamaroneck, N. Y. picked up an idea suggested by another SPORTS ILLUSTRATED article, "Golf's Greatest Putt." Result: four former



U. S. Open Champions attempted Bob Jones' great 1929 putt-under the eve of the master himself. Even a minor-sized salle d'armes in New York City reported new fencing pupils as a result of Paul Gallico's impassioned piece on that exacting but satisfying sport.

"I can hardly wait for the next issue to come . . . SPORTS ILLUSTRATED is improving with each issue and I always look forward to the coming week so that I

can enjoy your publication."8

# Vitality

When SPORTS ILLUSTRATED started, the Yanks were still World Champions, the aforementioned Charles "wanted him again"; and many an American family was in the midst of a hot August vacation. In sports this was a long time ago.



As a fast-closing news weekly, SPORTS ILLUSTRATED has been able to move with the speed and vitality of sports themselves. To readers, this is obviously ideal. And to advertisers it has an even more important meaning: immediacy combined with selectivity combined with modest cost.

"This new magazine is a natural and we plan to advertise in it in a big way."9

# Opportunity

As a weekly, SPORTS ILLUSTRATED joined a selective group of publications. Before August 16th, there were just seven general weeklies. Now there are eight: LIFE, Saturday Evening Post, TIME, Newsweek; Business Week, U. S. News and World Report, The New Yorker, SPORTS ILLUS-TRATED.



When America got its first national weekly of sports, advertisers got a new opportunity for sales. For many, SPORTS IL-LUSTRATED has already become "the national magazine we've been waiting for." It is moderate in price. It has a selected audience. It has the vitality of a weekly.

Moreover, in an economy of abundance, pleasure is an increasingly important factor in making sales and profits. And not until now has America had a truly national weekly-whose business is pleasure -52 times a year.

I. J. D. Gunther, V-P. Air Bedortion Co., Inc., New York. 2, Mio J. A., Salem, Mars. 3, Chnoter L. Kinndoury, 190 Court Street, Kreen, N. H. 4, Charles Harris, Pres., Zero King Sportwear St. L. Magnin, Bererly 1001s
6, Marjorie Reielt Fashion Director, Halle Hess., Circuland 7, Elward J., Wortas, Champaign, Illinois S. Bob Feller 9, Harry Doniger, Pres., MacGregor Sp.



William W. Holman, Advertising Director, 9 Rockefeller Plaza, New York 20, New York



# MISCELLANY

You Go to My Head. In Louisville, fined \$100 for drunken driving, Albert B. Rhodes denied that he had touched a drop, explained that "my wife had been drinking at a dance we attended, and I kissed her a couple of times."

Root of All Evil. In Omaha, Mrs. John Schrank faced the fact that she is allergic to U.S. paper money.

Pay Station. In Cincinnati, Drew Tidwell, 59, suing Ima Tidwell for divorce, charged that she made him pay 10¢ every time he made a call from their home telephone.

Calorie Count. In Los Angeles, 240-lb. Stanley Kaitz admitted committing ten burglaries, but insisted that when he broke into the office of Dr. Phillip Koppel, he was merely looking for reducing pills.

Careerist. In Springfield, Ill., George M. Bradley admitted cashing a bad check to pay a lawyer defending him against a charge of passing bad checks.

Empathy. In North Hollywood, Liquor object that when he asked a holdup man to be lenient because he was just starting in business, the bandit replied, "I'm just starting in business too," took \$141.

No Woy Out. In Riverside, Calif., arrested for robbing a Texas bank, Herbert Fox explained: "It was hoping someone would shoot me dead after I walked into that bank, but nobody did. So there was nothing left to do but rob it."

Manners & Morals. In Cambridge, Mass., thieves stole \$2,500 from the Moll Motors Co., before leaving spelled out "THANKS" in coins on a desk top.

Immovable Object. In Santa Monica, Calif., Store Picket Albert H. Yalowitz, 49, was jailed on charges of slugging Customer Michael Adams. 15, despite his plea that Adams "ran into my fist."

In His Foshion. In Montgomery, Ala., Judge Eugene Carter granted a divorce to a woman who charged that her husband was unfaithful to her on their wedding night.

A Word from Our Sponsor, In Miami, suing Charles Butler for divorce, Dolores Butler charged that he listened incessantly to the radio, "required absolute silence of me and would allow me to speak only during commercials and station breaks."

Hi Ho Silver. In New Haven, Mrs. Ruby Mae McRae, charging that she was kicked by flying hoofs and caught in a "veritable stampede of horses," brought a \$5,000 suit against the owners of Savin Rock amusement park's merry-go-round.





# People feel like this in a Manhattan Royalty Flannel

Thissen's only one trouble with buying this wonderful sport shirt. She will want a Lady Manhattan Royalty Flannel just like it—even though it is one of the most masculine shirts ever made. So let her have one if that's the only way you can enjoy something that feels so special, fits so well, and looks so good. Best of all, this shirt can be

washed in soap and water, and actually seems to improve with age. For Christmas we suggest you make Royalty Flannel a family affair. His Royalty Flannel asshown, 81.95. In solid colors, 810.95. Her Lady Manhattan shirt, 81.95. The Manhattan Shirt Co., 444 Madison Avenue, New York, N. Y. 0 184

